Schering

# Keep the rheumatic man in motion!

DELENAR loosens the rheumatic grip on muscles and joints, starts them functioning again—first by a direct relaxant action on skeletal muscle, again by its specific analgesic effects. And, while immediate symptomatic relief restores motion, underlying inflammation is reduced with the low-dosage corticosteroid.

Now you can restore comfortable motion safely, surely with DELENAR in rheumatoid arthritis/traumatic arthritis/early osteoarthritis/spondylitis/fibrositis/myositis/bursitis/tenosynovitis.

**Formula:**

| | | |
|---|---|---|
| Orphenadrine HCl | 15 mg. | Proved muscle relaxant to relax spasm |
| Aluminum Aspirin | 375 mg. | Fast analgesic relief of motion-stopping pain |
| Dexamethasone* | 0.15 mg. | Low-dosage anti-inflammatory steroid |

For complete details, consult latest Schering literature available from your Schering Representative or Medical Services Department, Schering Corporation, Bloomfield, N. J. **Bibliography:** 1. Ernst, E. M.: Pennsylvania M.J. 63:708 (May) 1960. 2. Settel, E.: Clin. Med. 7:1835 (Sept.) 1960.

*DERONIL® brand of dexamethasone

H-415

**loosens the rheumatic grip on muscles and joints**

brand of antirheumatic preparation

# Delenar®

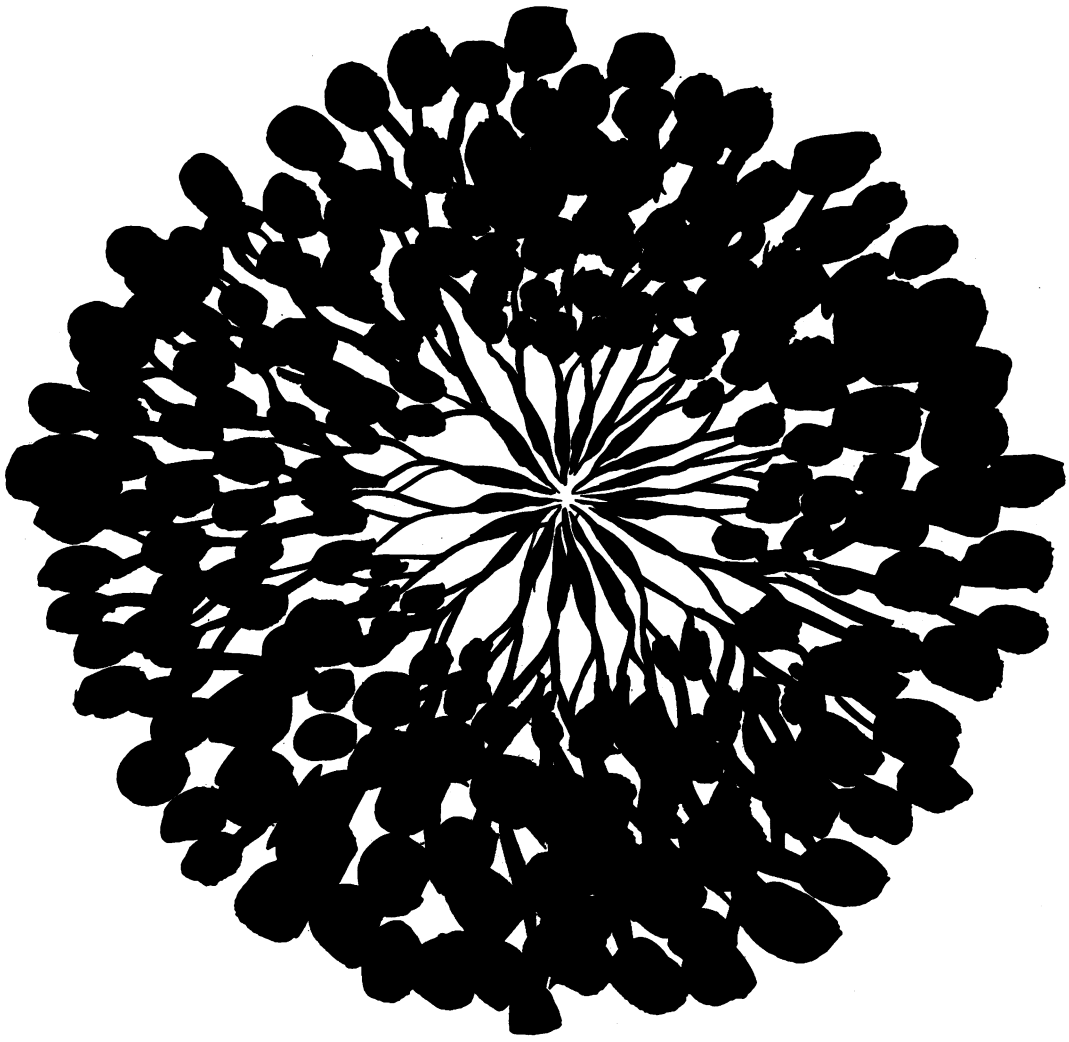
# DELADUMONE® 2X

Squibb Testosterone Enanthate and Estradiol Valerate

**PREVENTS LACTATION AND BREAST ENGORGEMENT** / just one injection at the end of the first stage of labor / optimally balanced, long-acting combination of gonadal steroids for easy injection through small-gauge needle because of low viscosity / virtually eliminates need for analgesics[1] / essentially eliminates withdrawal reaction and secondary breast engorgement sometimes associated with oral medication[1] / does not affect involution of uterus or restoration of normal ovarian function[2].

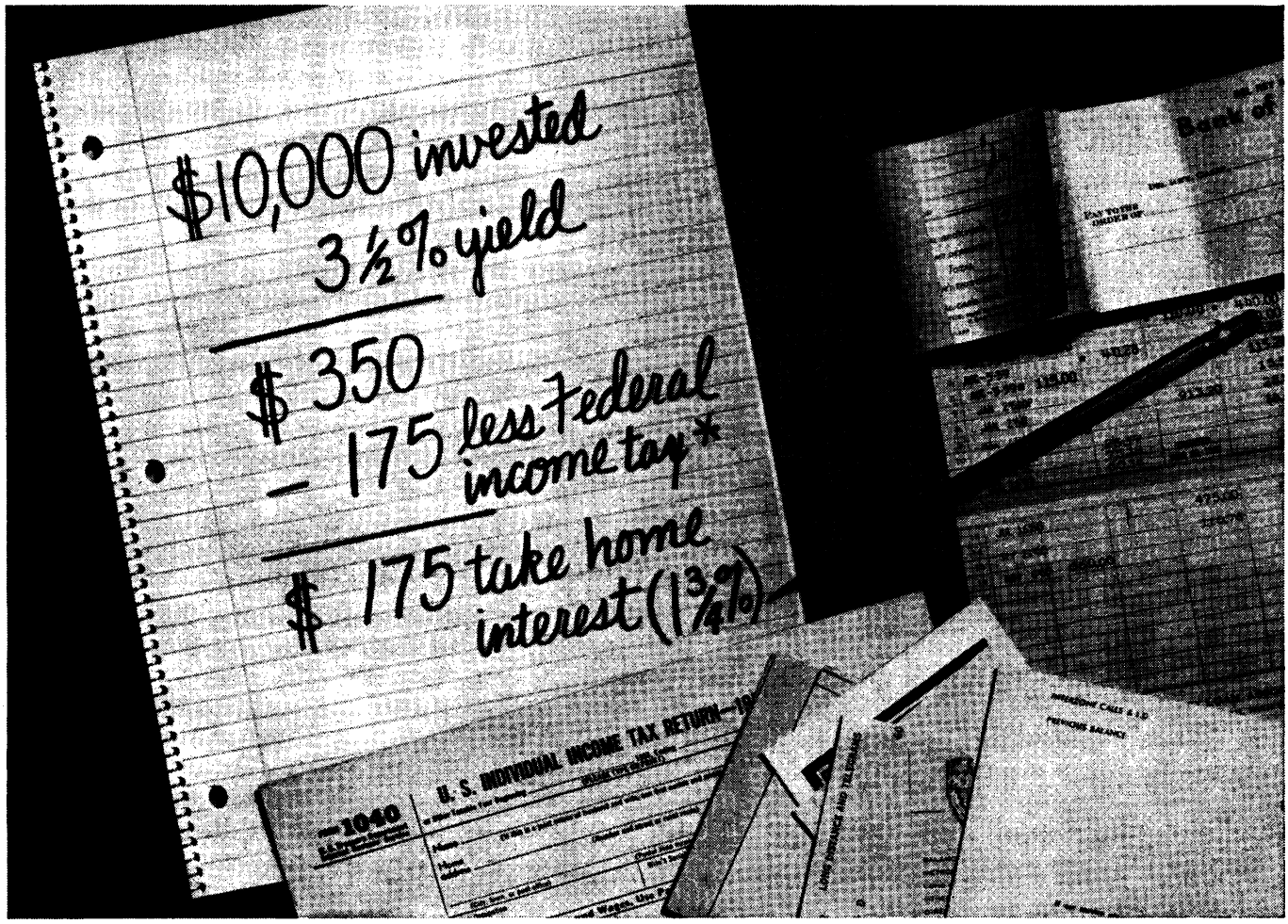
SQUIBB *Squibb Quality—the Priceless Ingredient*

DELADUMONE® is a Squibb trademark



Supply: Each cc. of Deladumone 2X provides 180 mg. testosterone enanthate and 8 mg. estradiol valerate dissolved in sesame oil. Vials of 2 cc. Dosage: 2 cc. given as a single intramuscular injection preferably at the end of the first stage of labor or else immediately upon delivery. For full information see your Squibb Product Reference or Product Brief. References: 1. Watrous, J. B., Jr., et al.: J.A.M.A. 169: 246 (Jan. 17) 1959. 2. Lo Presto, B., and Caypinar, E.Y.: J.A.M.A. 169:250 (Jan. 17) 1959.

# Does this happen to you?




***The example above** shows what can happen to interest or other income you receive from investments. It's based on approximate Federal taxes paid by an individual in the $16,000 to $18,000 taxable income bracket. A suggestion for increasing your "take home" interest is explained below.*

**There can be a big difference** between the yield you earn before and after Federal income taxes. That's true whether you are earning 3%, 4% or 10% on money you have invested. The illustration above is just one example of how Federal taxes cut down actual earnings. Even in lower income brackets these taxes are substantial. For individual income between $10-12,000 the Federal income tax rate is 38%.

Why not invest some of your surplus savings in the tax-exempt bonds issued by local and state governments and keep *all* the income you earn from these bonds? You can purchase municipal bonds yielding 3.50% or more. It would take a 7% *taxable* return to equal this *tax-exempt* yield if you are in the 50% tax bracket — or more if you are in a higher tax bracket.

There's no mystery to purchasing municipal bonds. Dean Witter & Co. maintains a special department that purchases part or all of entire issues and offers them to investors like you who want to buy one or more.

If you are interested, talk to an Account Advisor at Dean Witter & Co. Let him help you select bonds to fit your requirements. Or just write "bonds" on a card and mail to our nearest office. We will send you a copy of our informative booklet, "The Story Behind Municipal Bonds" together with a list of our current offerings. There's no obligation.


## DEAN WITTER & Co.

Members New York Stock Exchange • Pacific Coast Stock Exchange

45 Montgomery St., San Francisco • 632 South Spring St., Los Angeles

Berkeley Beverly Hills Encino Eureka Fresno Glendale Laguna Beach
Long Beach Modesto Oakland Palo Alto Sacramento San Bernardino
San Diego San Jose San Marino San Mateo Santa Ana
Santa Barbara Santa Monica Santa Rosa Stockton Ventura Visalia

# INDEX TO CALIFORNIA MEDICINE ADVERTISERS

in bacterial tracheobronchitis

# Panalba* promptly

## to gain precious therapeutic hours

**Panalba** your broad-spectrum antibiotic of first resort

In the presence of bacterial infection, taking a culture to determine bacterial identity and sensitivity is desirable—but not always practical in terms of the time and facilities available.

A rational clinical alternative is to launch therapy at once with Panalba, the antibiotic that provides the best odds for success.

Panalba is effective (in vitro) against 30 common pathogens, including the ubiquitous staph. Use of Panalba *from the outset* (even pending laboratory results) can gain precious hours of effective antibiotic treatment.

**Supplied:** Capsules, each containing Panmycin* Phosphate (tetracycline phosphate complex), equivalent to 250 mg. tetracycline hydrochloride, and 125 mg. Albamycin,* as novobiocin sodium, in bottles of 16 and 100.

**Usual Adult Dosage:** 1 or 2 capsules 3 or 4 times a day.

**Side Effects:** Panmycin Phosphate has a very low order of toxicity comparable to that of the other tetracyclines and is well tolerated clinically. Side reactions to therapeutic use in patients are infrequent and consist principally of mild nausea and abdominal cramps.

Albamycin also has a relatively low order of toxicity. In a certain few patients, a yellow pigment has been found in the plasma. This pigment, apparently, a metabolic by-product of the drug, is not necessarily associated with abnormal liver function tests or liver enlargement.

Urticaria and maculopapular dermatitis, a few cases of leukopenia and thrombocytopenia have been reported in patients treated with Albamycin. These side effects usually disappear upon discontinuance of the drug.

**Caution:** Since the use of any antibiotic may result in overgrowth of nonsusceptible organisms, constant observation of the patient is essential. If new infections appear during therapy, appropriate measures should be taken.

Total and differential blood counts should be made routinely during prolonged administration of Albamycin. The possibility of liver damage should be considered if a yellow pigment, a metabolic by-product of Albamycin, appears in the plasma. Panalba should be discontinued if allergic reactions that are not readily controlled by antihistaminic agents develop.

*Trademark, Reg. U.S. Pat. Off.
The Upjohn Company
Kalamazoo, Michigan

**Upjohn**


# Chymar,®
## *for one thing*

**Systemic Anti-inflammatory Enzyme Preparation**

1. Fullgrabe, E. A.: Ann. New York Acad. Sc. *68*:192, 1957. 2. Teitel, L. H.; Siegel, S. J.; Tendler, J.; Reiser, P., and Harris, S. B.: Industrial Med. *29*:150, 1960. 3. Billow, B. W.; Cabodeville, A. M.; Palm, A.; Robinson, M., and Paley, S. S.: Southwestern Med. *41*:286, 1960. 4. Morani, A. D.; Serlin, O.; King, R. M., and Flynn, J. R.: J. Internat. Coll. Surgeons *34*:709, 1960. 5. Cigarroa, L. G.: J. Internat. Coll. Surgeons *34*:442, 1960.

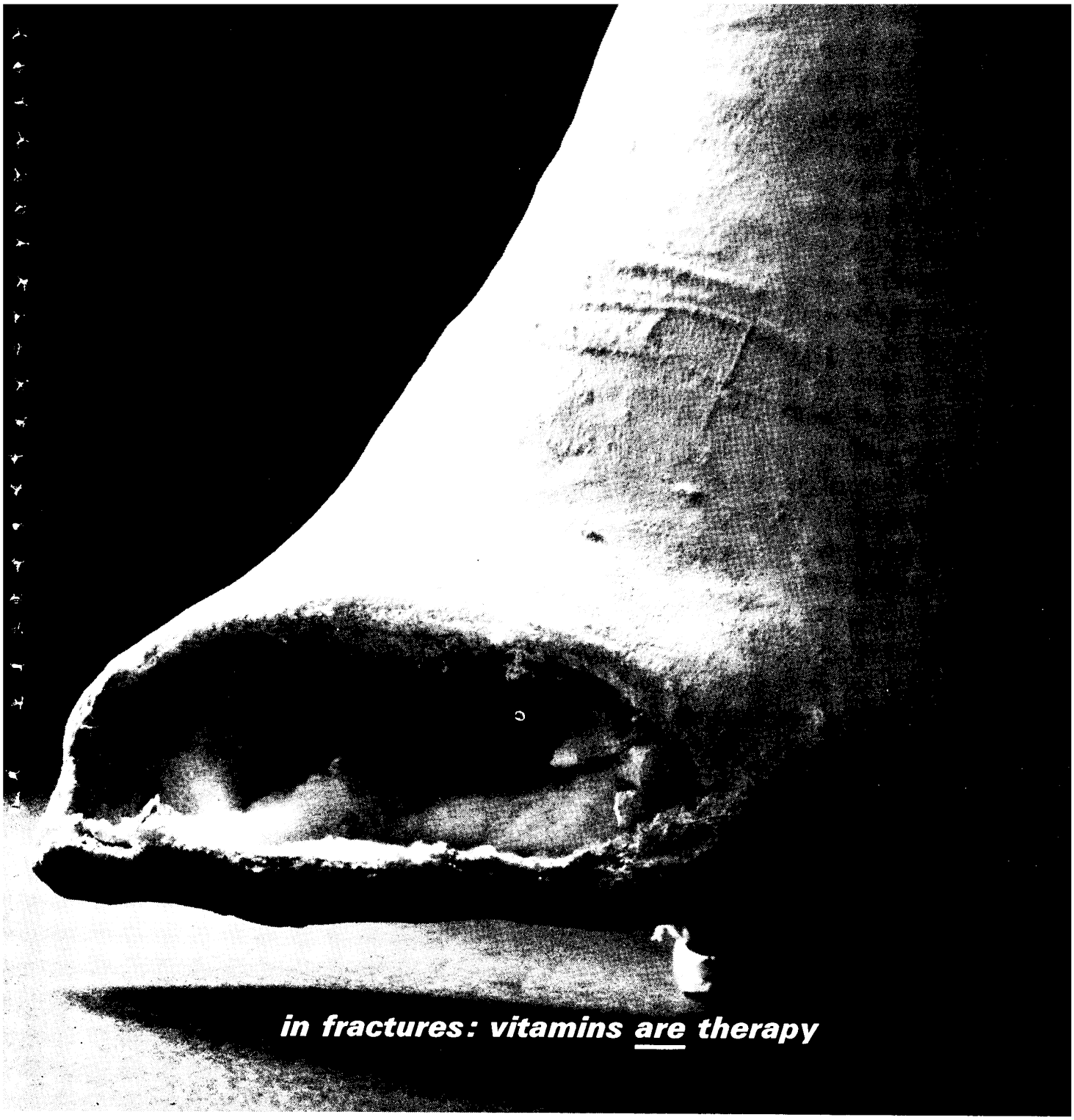
### TO CONTROL INFLAMMATION, SWELLING AND PAIN FROM ACCIDENTAL TRAUMA

CHYMAR rapidly overcomes the deleterious aspects of inflammatory processes encountered in traumatic injuries.[1-5]

In fractures, "... chymotrypsin prevents or reduces objective and subjective signs of inflammation. It dissipates the edema by accelerating absorption of hematoma and lymph effusions."[5] CHYMAR accelerates "... the reduction of edema following strains and sprains of joints ..."[1]

ARMOUR PHARMACEUTICAL COMPANY KANKAKEE, ILLINOIS *Originators of Listica®*

**CHYMAR**—Chymar Aqueous and Chymar (in oil) contain crystallized chymotrypsin, a proteolytic enzyme with systemic anti-inflammatory properties. Each cc. of Chymar contains 5000 Armour Units of chymotrypsin, 0.18% methyl paraben, 0.02% propyl paraben, 2% aluminum monostearate, q.s. sesame oil. Each cc. of Chymar Aqueous contains 5000 Armour Units of chymotrypsin, 0.9% sodium chloride, 0.2% calcium acetate, 0.01% thimerosal, q.s. Water for Injection. ACTION: Reduces inflammation of all types; reduces and prevents edema except that of cardiac or renal origin; hastens absorption of blood and lymph extravasates; helps to liquefy thick tenacious mucous secretions; restores local circulation; promotes healing; reduces pain. INDICATIONS: Chymar is indicated in respiratory conditions such as asthma, bronchitis, sinusitis and rhinitis; in accidental trauma to speed reduction of hematomas, bruises and contusions; in inflammatory dermatoses to ameliorate acute inflammation in conjunction with standard therapies; in gynecologic conditions therapeutically or in conjunction with antibiotics in pelvic inflammatory disease; in surgical procedures as biopsies, G. I. surgery, hernia repairs, hemorrhoidectomies, plastic surgery and thrombophlebitis; in peptic ulcers and ulcerative colitis as an adjunct to diet, antispasmodics, antacids, etc.; in genitourinary disorders as epididymitis, orchitis and prostatitis; in eye conditions as acute conjunctivitis, traumatic edema, hematomas, and eye surgery; in dental and oral surgery as fractures of the mandible or maxilla, alveolectomies, denture fitting, and multiple extractions; and in obstetrics as in episiotomies, breast engorgement, and thrombophlebitis. PRECAUTIONS: Chymar and Chymar Aqueous are for intramuscular injection only. Although sensitivity to chymotrypsin is uncommon, reactions to anti-inflammatory enzymes have been observed. The usual remedial agents (epinephrine, corticotropin (HP*ACTHAR *Gel*), antihistamine, aminophylline, etc.) should be readily available in case of untoward reactions. Precautions (scratch testing for Chymar (in oil), scratch or intradermal testing for Chymar Aqueous) should be exercised in those patients with known or suspected allergies or sensitivities. As with any foreign protein, patients may develop sensitivity from repeated injections. It is, therefore, recommended that the above precautions be considered prior to administration. In further treatment of those patients in whom a previous injection of chymotrypsin produced signs of possible sensitivity, such as localized edema and erythema at injection site, urticaria, conjunctivitis, etc., particular care must be exercised. INCOMPATIBILITIES: With usual agents, none known—e.g., compatible with antibiotics and anesthetics. DOSAGE: 0.5 cc. to 1.0 cc. deep intramuscularly once or twice daily, depending on severity of condition. Decrease frequency as course of condition is altered. In chronic or recurrent conditions, 0.5 cc. to 1.0 cc. once or twice weekly. SUPPLIED: Chymar in Oil 5 cc. vials and Chymar Aqueous 1 & 5 cc. vials; 5000 Armour Units of proteolytic activity per cc.




Few factors are more fundamental to tissue and bone healing than nutrition. Therapeutic allowances of B and C vitamins are important for rapid replenishment of vitamin reserves which may be depleted by the stress of fractures. Metabolic support with STRESSCAPS is a useful adjunct to an uneventful recovery. Supplied in decorative "reminder" jars of 30 and 100.

| Each capsule contains: | |
|---|---|
| Vitamin $B_1$ (Thiamine Mononitrate) | 10 mg. |
| Vitamin $B_2$ (Riboflavin) | 10 mg. |
| Niacinamide | 100 mg. |
| Vitamin C (Ascorbic Acid) | 300 mg. |
| Vitamin $B_6$ (Pyridoxine HCl) | 2 mg. |
| Vitamin $B_{12}$ Crystalline | 4 mcgm. |
| Calcium Pantothenate | 20 mg. |

Recommended intake: Adults, 1 capsule daily, or as directed by physician, for the treatment of vitamin deficiencies.

LEDERLE LABORATORIES, A Division of AMERICAN CYANAMID COMPANY, Pearl River, N.Y.

# STRESSCAPS®

Stress Formula Vitamins Lederle

NOW AT SUPERMARKETS EVERYWHERE

...at a

# new, low price

(around 79¢ a quart)


## SAFFOLA SAFFLOWER OIL

for cooking, salads

*Nearly Twice*

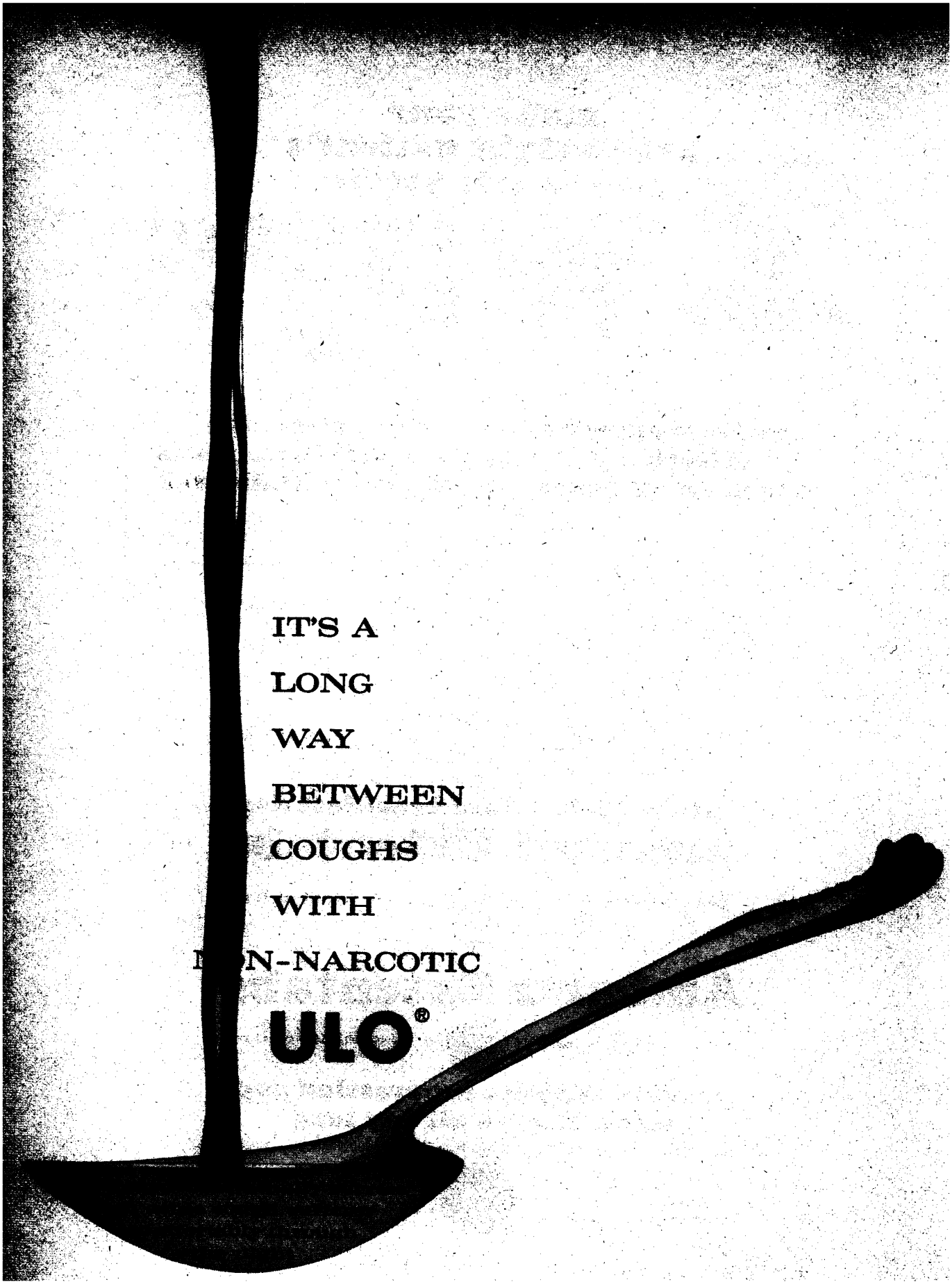
the poly-unsaturation ratio of corn oil!

HERE'S THE PROOF:

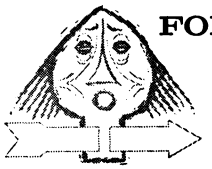
RATIO OF POLY-UNSATURATES TO SATURATED FATS

| | |
|---|---|
| SAFFLOWER OIL | 9 TO 1 |
| CORN OIL | 5.3 TO 1 |
| COTTON OIL | 2 TO 1 |

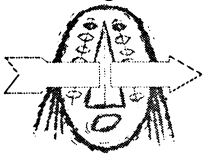
Source: U. S. Dept. of Agriculture Reports—1959


IT'S A
LONG
WAY
BETWEEN
COUGHS
WITH
N-NARCOTIC
ULO®

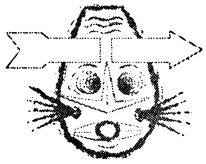
# FOR CONTROL OF ACUTE COUGH AND COLD DEMONS



**ULO®**
syrup for control of acute cough



**ULOMINIC®**
syrup for control of acute cough with allergic reactions



**ULOGESIC®**
tablets for control of acute cough and relief from associated aches, pain, and fever

| | |
|---|---|
| **INHIBITS COUGH IMPULSE FOR 4 TO 8 HOURS**<br>Non-narcotic ULO equals the cough suppressant action of narcotics; maintains its effect far longer; and avoids the limitations and side effects of narcotics. | **ULO®**<br>non-narcotic molecule chlophedianol HCl |
| **COUNTERACTS IRRITATION IN PHARYNX, LARYNX, TRACHEA, AND BRONCHI** | **DIAFEN®**<br>fast-acting antihistaminic diphenylpyraline HCl |
| **RELIEVES CONGESTION** | **PHENYLEPHRINE HCl**<br>sympathomimetic |
| **MAKES VOLUNTARY COUGH MORE PRODUCTIVE** | **GLYCERYL GUAIACOLATE**<br>expectorant and demulcent |
| **ALLEVIATES ASSOCIATED ACHES AND DISCOMFORTS AND ABORTS FEVER** | **APAP**<br>analgesic and antipyretic |

**INDICATIONS:**
For acute cough associated with:

| | |
|---|---|
| Upper Respiratory Infections | Pleurisy |
| Common Cold | Bronchitis |
| Influenza | Tracheitis |
| Pneumonia | Laryngitis |
| Pertussis | Croup |

Allergies (Ulominic and Ulogesic)

**CONTRAINDICATIONS:**
Although no contraindications for Ulominic or Ulogesic are known, they should be used only for acute cough.

**CAUTION:**
Since Ulominic and Ulogesic contain an antihistaminic agent, drowsiness may occur. As they also contain a sympathomimetic agent, they should be used with caution in coronary artery disease, glaucoma, hypertension, and hyperthyroidism.

**SIDE EFFECTS:**
**ULO**
These occur only occasionally and have been mild. Nausea and dizziness have occurred infrequently; vomiting and drowsiness rarely. As with all centrally acting drugs, an infrequent case may develop excitation, hyperirritability and nightmares. The symptoms disappear within a few hours after the drug is discontinued. In three cases (1 adult and 2 children) where the drug was continued in large or even excessive amounts after stimulation was present, hallucinations developed. Upon withdrawal of the medication, the patients recovered rapidly within a few hours.

**ULOMINIC and ULOGESIC**
Side effects from ULOMINIC or ULOGESIC occur occasionally and are mild. Nausea, dizziness, and dryness of the mouth occur infrequently; vomiting and drowsiness rarely.

**DOSAGE:**
**ULO**
Adults: 25 mg. (1 teaspoonful) 3 or 4 times daily as required.
Children: 6 to 12 years of age — 12.5 to 25 mg. (½ to 1 teaspoonful) 3 or 4 times daily as required.
2 to 6 years of age — 12.5 mg. (½ teaspoonful) 3 or 4 times daily as required.

**ULOMINIC**
Adults: One teaspoonful (5 cc) four times daily.
Children: 6 to 12 years — ½ teaspoonful (2.5 cc) 4 times daily.
2 to 6 years — ¼ teaspoonful (25 drops) 4 times daily.

**ULOGESIC**
Adults: Two tablets 4 times daily.
Children: 6 to 12 years — one tablet 4 times daily.

**AVAILABILITY:**
**ULO SYRUP** Bottles 12 oz.
**ULOMINIC SYRUP** Bottles 1 pint.
**ULOGESIC TABLETS**
Bottles of 100 tablets.

**CAUTION:** Federal Law prohibits dispensing without prescription.

**FORMULAS:**

**ULO SYRUP — Each 5 ml. teaspoonful contains:**

| | |
|---|---|
| chlophedianol HCl* [alpha-(2-dimethylaminoethyl)-o-chlorobenzhydrol • HCl] | 25 mg. |
| chloroform, U.S.P. | 0.001 ml. |

Alcohol 6.65 per cent in a pleasant flavored syrup base

**ULOMINIC® SYRUP — Each teaspoonful (5cc) contains:**

| | |
|---|---|
| chlophedianol HCl* [alpha-(2-dimethylaminoethyl)-o-chlorobenzhydrol • HCl] | 15.0 mg. |
| diphenylpyraline HCl (1-methyl-4-piperidyl-benzhydryl ether • HCl) | 1.0 mg. |
| phenylephrine HCl | 5.0 mg. |
| glyceryl guaiacolate | 100.0 mg. |
| alcohol | 6% |

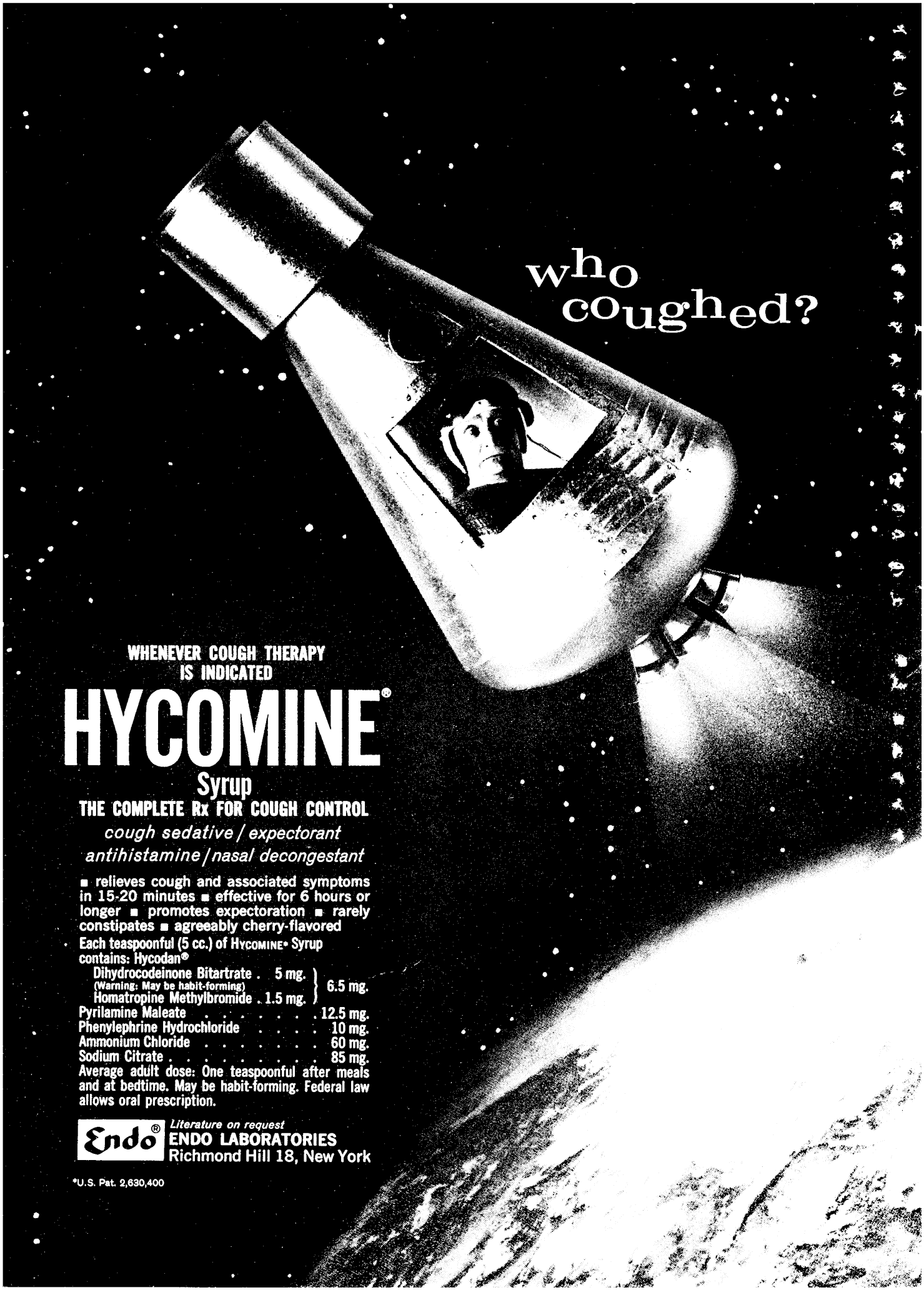
**ULOGESIC® — Each tablet contains:**

| | |
|---|---|
| chlophedianol HCl* [alpha-(2-dimethylaminoethyl)-o-chlorobenzhydrol • HCl] | 7.5 mg. |
| diphenylpyraline HCl (1-methyl-4-piperidyl-benzhydryl ether • HCl) | 0.5 mg. |
| phenylephrine HCl | 2.5 mg. |
| glyceryl guaiacolate | 25.0 mg. |
| acetaminophen | 162.5 mg. |

Riker

**RIKER LABORATORIES, INC., NORTHRIDGE, CALIFORNIA**

*PATENTS PENDING




WHENEVER COUGH THERAPY IS INDICATED

# HYCOMINE®

## Syrup

**THE COMPLETE Rx FOR COUGH CONTROL**

*cough sedative / expectorant*
*antihistamine / nasal decongestant*

■ relieves cough and associated symptoms in 15-20 minutes ■ effective for 6 hours or longer ■ promotes expectoration ■ rarely constipates ■ agreeably cherry-flavored

Each teaspoonful (5 cc.) of HYCOMINE* Syrup contains: Hycodan®

| | | |
|---|---|---|
| Dihydrocodeinone Bitartrate (Warning: May be habit-forming) | 5 mg. | 6.5 mg. |
| Homatropine Methylbromide | 1.5 mg. | |
| Pyrilamine Maleate | | 12.5 mg. |
| Phenylephrine Hydrochloride | | 10 mg. |
| Ammonium Chloride | | 60 mg. |
| Sodium Citrate | | 85 mg. |

Average adult dose: One teaspoonful after meals and at bedtime. May be habit-forming. Federal law allows oral prescription.

Endo®

*Literature on request*
**ENDO LABORATORIES**
Richmond Hill 18, New York

*U.S. Pat. 2,630,400

# when G.I. patients double up with pain... double up on symptomatic relief

## ℞ ENARAX®

(oxyphencyclimine plus ATARAX®)

**In peptic ulcer and functional bowel distress**
ENARAX provides dual relief of symptoms: it decreases acid flow and spasm... and relieves tension.

**Plus protection against flare-ups**
ENARAX works continuously... gives dependable 24-hour control, usually with b.i.d. dosage.

Here's how: ENARAX combines oxyphencyclimine, an inherently long-acting anticholinergic (no slip-ups due to coatings or timing devices), plus Atarax,* one of the best tolerated tranquilizers, to decrease tension without increasing gastric secretion. The result: demonstrated success in 87% of cases.[1]

Anticholinergics alone are often not enough. But G. I. complaints like "burning," hyperacidity, pain, spasm and associated tension have one hopeful thing in common: they usually respond to your prescription for ENARAX.

**Dosage:** The usual dosage is one ENARAX 5 or ENARAX 10 tablet twice daily—preferably in the morning and before retiring. Maintenance dose should be adjusted according to therapeutic response. Use with caution in patients with prostatic hypertrophy and only with ophthalmological supervision in glaucoma.

**Supplied:** ENARAX 5 (oxyphencyclimine HCl 5 mg., Atarax 25 mg.) and ENARAX 10 (oxyphencyclimine HCl 10 mg., Atarax 25 mg.), bottles of 60.

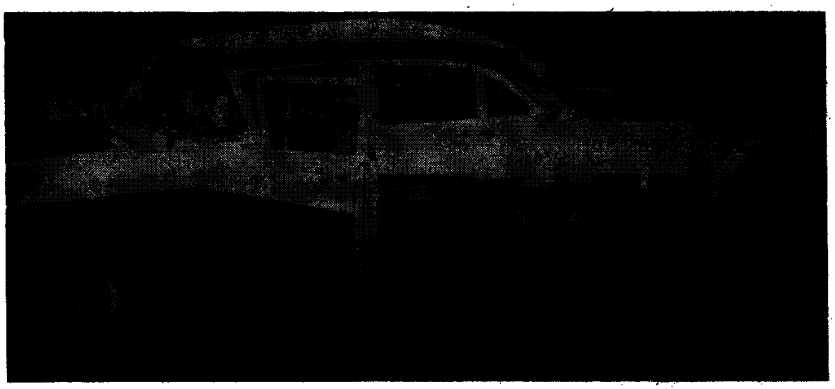
1. Hock, C. W.: Am. J. Gastroenterol. 34:293 (Sept.) 1960.

*brand of hydroxyzine


New York 17, N.Y.
Division, Chas. Pfizer & Co., Inc.
Science for the World's Well-Being®

# A SEAT BELT CAN SAVE YOUR LIFE!

*"Safety belts, properly used, often prevent or reduce injury and death in collisions," says the California Highway Patrol.*



Hit by train at a grade crossing, the driver of this car owes his life to a safety belt.

*(Official Photo, California Highway Patrol)*

## INSTALL and USE Seat Belts in Your Automobile

All C.M.A. members are urged to promote safety in driving by INSTALLING and USING seat belts in their autos, as recommended by the Committee on Traffic Safety.

For your convenience, the Committee on Traffic Safety has arranged with Tulareloft Manufacturing Company for a direct purchase of their #300 Seat Belt. This belt is manufactured in California, and meets the specifications of the California Highway Patrol for use in patrol autos.

The belt is made of heavy nylon webbing, capable of withstanding 6,000 pounds pressure per square inch. The buckle is the metal-to-metal type with an easy-connect and quick-release feature.

Installation instructions should be carefully followed!!!

The price is $5.95 for standard belts, covers tax and shipping cost. Cadillacs require longer belts—30 cents extra; Sportscar-type anchors—50 cents extra.

***"REMEMBER—THE LIFE YOU SAVE MAY BE YOUR OWN!"***

**USE THIS COUPON**

**TULARELOFT**
**348 North "L" Street, Tulare, California**

Attached is my check for $_____.

Please send me_____belts. Circled at right is my selection of color and number of each belt ordered. I have checked the type of automobile in which the belt is to be installed.

**SPECIAL PRICE TO DOCTORS**

CADILLAC_____ ($6.25 each)
SPORTSCAR_____ ($6.45 each)
STANDARD_____ ($5.95 each)

Standard belts will fit all other cars. Full instructions will be sent without charge.

| | | |
|---|---|---|
| Beige . . . . ___ | Black . . . . ___ | Blue (Dark) ___ |
| Blue (Med.) ___ | Brown . . . . ___ | Green . . . . ___ |
| Grey . . . . ___ | Maroon . . . ___ | Red . . . . . ___ |
| Tan . . . . . ___ | Turquoise . . ___ | White . . . . ___ |
| | Yellow . . . ___ | |

Name_____

Address_____

City Zone State

# FOR PSORIASIS—ESPECIALLY IN INTERTRIGINOUS AREAS

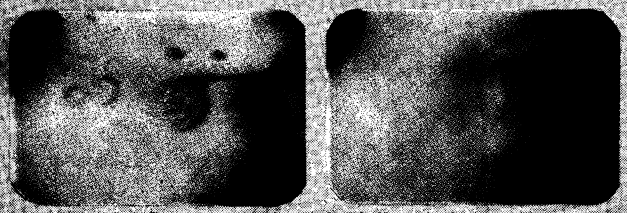
# ALPHOSYL® LUBRICATING CREAM

## REMOVES SCALES! REDUCES ERYTHEMA! RELIEVES IRRITATION!

### Now! The Clinically Proven ALPHOSYL Formula in a New Cream Base that Simulates Natural Skin Lipids!

Marked success in treating psoriasis—especially in intertriginous areas—is reported with new Alphosyl Lubricating Cream.[1] In a study of 96 psoriatics, 73 patients experienced 75% to 100% clearing—15 showed 50% to 75% clearing.[1]

Alphosyl Lubricating Cream not only helps remove scales and reduce erythema, but a new cream base affords added lubrication between the skin folds.



Patient E. G. Treatment started Jan. 14. On Feb. 18 clearing is almost complete.

Thus, it prevents the painful irritation that results from the rubbing of lesion against lesion. The base enhances moisture retention and, containing squalane, dissolves a cement substance in psoriatic scale.

**Active Ingredients:** Allantoin 2% and special coal tar extract (Tarbonis®) 5%.

**Supplied:** In tubes of 60 Gm.

**Important Therapeutic Note:** Instruct patient to rub Alphosyl vigorously into the skin.

**References:** 1. Bleiberg, J.: Clin. Med. 8:1724 (Sept.) 1961.

---

**For generalized and scalp psoriasis**

**ALPHOSYL LOTION**

**For psoriasis—with acute inflammation**

**ALPHOSYL HC**

LOTION WITH 0.25% HYDROCORTISONE

---

**REED & CARNRICK / Kenilworth, New Jersey**

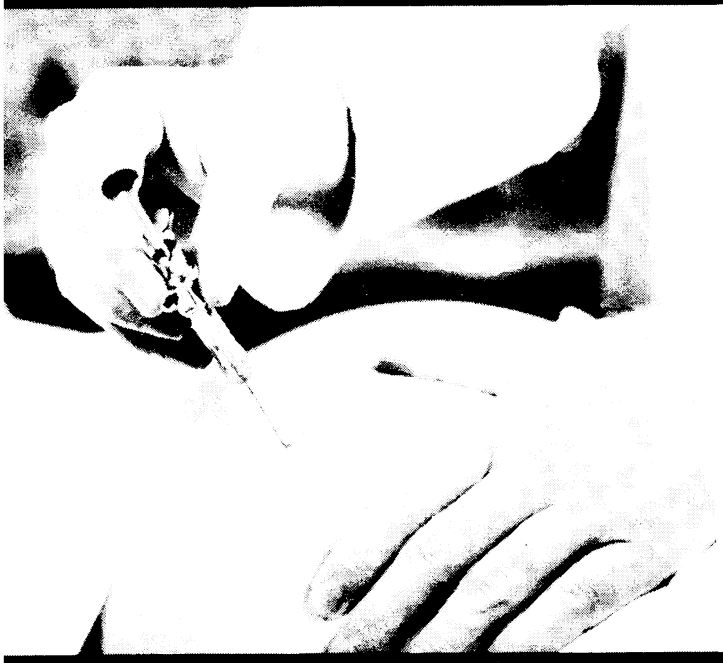
*In oral penicillin therapy*

COMPOCILLIN-VK

*offers the speed, the certainty,*

*the effectiveness*

*of this...*



*with the safety*

*and the convenience*

*of this...*

# IN ORAL PENICILLIN THERAPY

# COMPOCILLIN®-VK

POTASSIUM PENICILLIN V

BECAUSE potassium penicillin V (Compocillin-VK) offers excellent absorption[1,2,3,4]—fast, predictable levels of antibacterial activity enter the blood stream and quickly reach the site of infection. *Absorption takes place high in the digestive tract and is virtually unaffected by gastric media.*

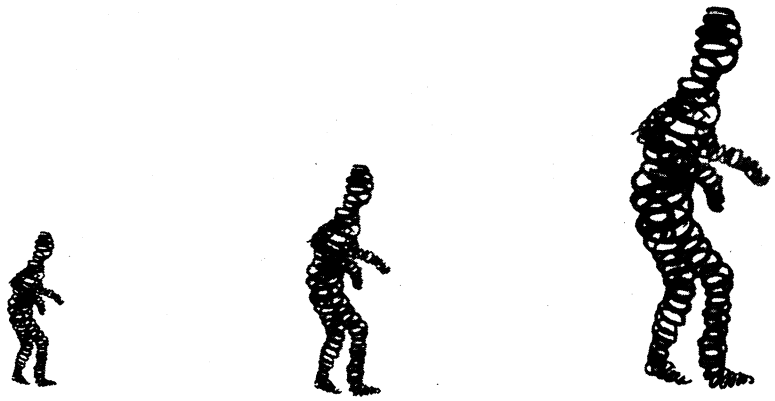
Antibacterial levels are so predictable that, in some cases, *Compocillin-VK may be prescribed in place of injectable penicillin.* This is especially appreciated by younger patients and—as you know—oral administration is considered far safer than injectable.

Compocillin-VK is well tolerated and may be used in treating mild, severe, and in high dosage ranges, even critical cases involving penicillin-sensitive organisms. It comes in stable, palatable forms for every patient—every age.

There are tiny, easy-to-swallow Filmtab® tablets—125 mg. and 250 mg. (200,000 units and 400,000 units), a tasty, cherry-flavored suspension (each 5-ml. teaspoonful contains 125 mg.) and two combinations (Filmtab and suspension) with the triple sulfas. Depending on severity of infection, dosage for Compocillin-VK is usually 125 mg. or 250 mg. three times a day. Won't you try Compocillin-VK?

1. R. Lamb and E. S. Maclean, Penicillin V—A Clinical Assessment After One Year, *Brit. M. J.*, July 27, 1957, p. 191-193. 2. J. I. Burn, M. P. Curwen, R. G. Huntsman and R. A. Shooter, A Trial of Penicillin V, *Brit. M. J.*, July 27, 1957, p. 193. 3. J. Macleod, Current Therapeutics, *The Practitioner*, 178:486, April, 1957. 4. W. J. Martin, D. R. Nichols and F. R. Heilman, Observations on Clinical Use of Phenoxymethyl Penicillin (Penicillin V), *J.A.M.A.*, p. 928, March 17, 1956.

ABBOTT



**DRUG-INDUCED PARKINSONISM IS ON THE RISE, reflecting the growing use of potent tranquilizers. These extrapyramidal disturbances may be reduced by lowering tranquilizer dosage.**

***"It is almost always preferable, however, to merely add oral AKINETON®... since this avoids the risk of loss of therapeutic benefit and permits uninterrupted phenothiazine therapy."**

# AKINETON®

**BRAND OF BIPERIDEN**

A synthetic anticholinergic agent for the treatment of all types of Parkinson's disease. A prompt specific countermeasure to drug-induced akinesia • motor restlessness · akathisia · torticollis · oculogyric crises · chorea.

**remarkably safe** — "Akineton was not responsible for a single dangerous or toxic effect in the 500 patients treated."*

**Dosage:** Doses required to achieve the therapeutic goal are variable and individually adjusted. The following are average doses.

**Drug-induced extrapyramidal disorders**
1 tablet (2 mg.) one to three times daily

**Parkinson's disease**
1 tablet (2 mg.) three or four times daily

AKINETON hydrochloride tablets—2 mg., bisected, bottles of 100 and 1000.

*Ayd, Frank J., Jr.: Drug-Induced Extrapyramidal Reactions: Their Clinical Manifestations and Treatment with Akineton. Psychosomatics 1:143 (May-June) 1960.

KNOLL PHARMACEUTICAL COMPANY, ORANGE, NEW JERSEY

## ARMOUR PHARMACEUTICAL COMPANY
## ANNOUNCES THE FIRST SELECTIVE TENSITROPIC

# L I S T I C A®

I am pleased to inform you of the latest development in our Company's continuing research for superior chemotherapeutic agents.

For patients suffering from tension/anxiety states, we are offering the medical profession Listica— a new and selectively different monocarbamate. Frankly, we would be hesitant about entering a field already crowded with good drugs were it not for the marked differences Listica presents.

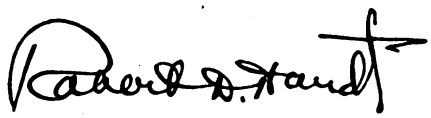
Listica is **not** "just another tranquilizer." We, therefore, call it **The First Selective Tensitropic**. Here are the reasons why:

New Listica allays tension/anxiety in as many as 89% of cases by selectively inhibiting impulses through internuncial pathways of the central nervous system. However, it does not affect the unconditioned response; thus, Listica does not induce apathy or impair acuity.

The past three and one-half years of clinical studies have demonstrated the safety and efficacy of Listica in 1,759 patients. There have been **no reports of contraindications, toxicity, habituation or serious side effects.**

One tablet q.i.d. is adequate dosage to allay tension/anxiety, maintain acuity, and promote **eunoia***—"a normal mental state." This simple, effective dose remains the same, even in maintenance therapy.

We are sending you samples and published clinical reports on Listica. We will be happy to send you a copy of the first "Symposium on Hydroxyphenamate" on request. I believe you will find Listica a valuable addition to the arsenal of chemotherapeutics for combatting tension/anxiety in your practice.



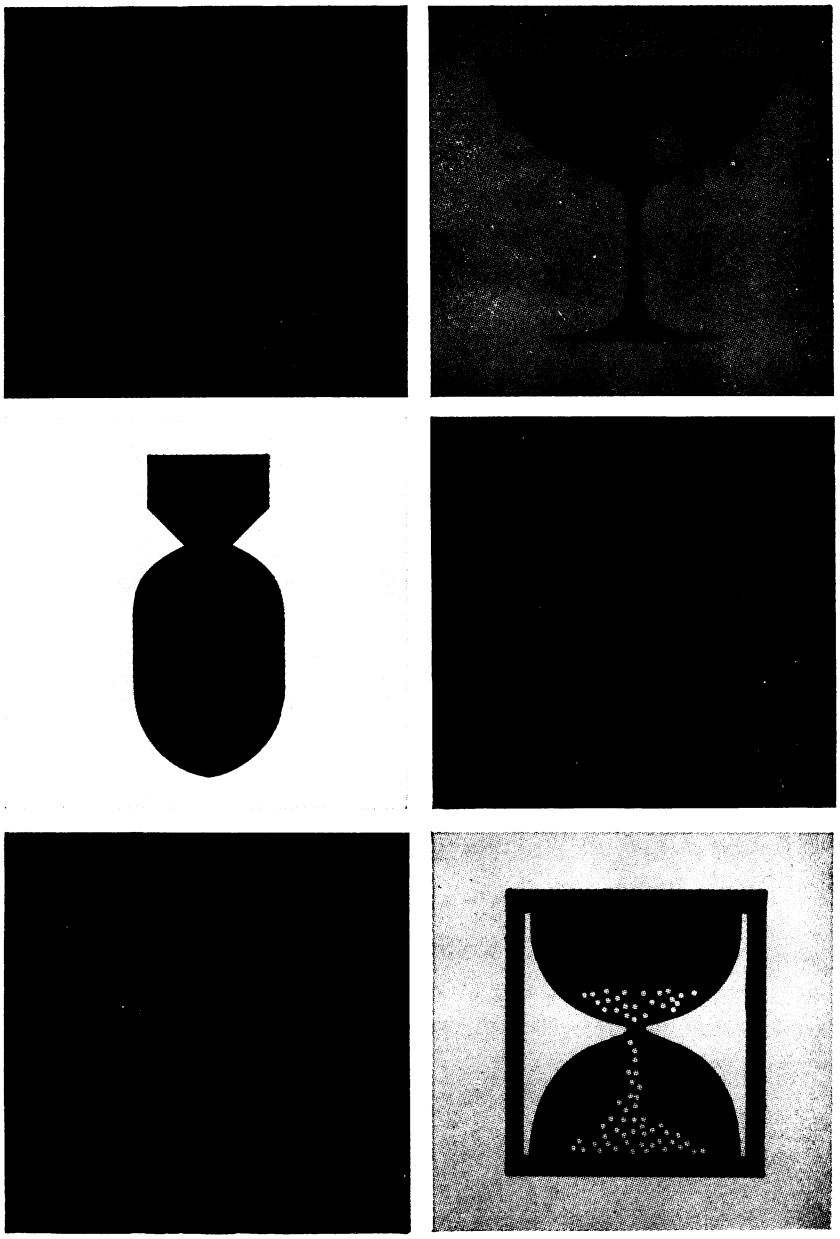
*Robert A. Hardt, President*

P.S.: Physicians who prefer generic names prescribe "Hydroxyphenamate, Armour."

LISTICA—Hydroxyphenamate, Armour.  *Stedman's Medical Dictionary.

# ANNOUNCING THE FIRST

*Symbols of the Age of Tension/Anxiety*



LISTICA by ARMOUR

**allays TENSION/ANXIETY...**
**maintains acuity... promotes eunoia*...**
**facilitates somatic diagnosis and therapy**

# SELECTIVE TENSITROPIC

# LISTICA®

**lifts the facade of TENSION/ANXIETY** New Listica allays tension/anxiety in as many as 89% of cases,[2-13] by selectively inhibiting impulses through internuncial pathways of the central nervous system. Whether the patient's tension/anxiety is psychosomatic or a complication of somatic disorder, Listica reduces or eliminates the excess impulsivity seen in tension/anxiety states.

**maintains normal acuity** Unlike many drugs, Listica does not affect unconditioned response or normal motor activity. Thus, Listica allays tension and anxiety without inducing apathy or impairing acuity; patients are able to pursue normal activities, such as driving, reading, writing, etc., without interference from drug therapy.

**enhances physician-patient rapport** As it removes tension/anxiety, fear and frustration, **LISTICA PROMOTES EUNOIA***— "a normal mental state." It bares the patient's true somatic condition, and facilitates diagnosis and therapy. Patients are more tractable to concomitant drug therapy, respond better, faster.

**without known toxicity or contraindications** Listica is safe, as well as effective. Chronic studies[14] in rats (12 months) and dogs (6 months) were free of toxic manifestations at oral dosage levels as high as 200 mg./kg./day (approximately 10 times the recommended human dosage). No macroscopic or microscopic changes in tissues, organs or blood indicative of toxicity were observed, even at doses up to 320 mg./kg. In humans, there have been no adverse blood, urine or cardiac changes; liver profiles were negative, and jaundice has not been noted.

**without serious side effects or habituation** During three and one-half years of clinical study in 1,759 patients,[2-13] Listica has produced no serious side effects. Less than 4% of patients experienced any side effects, and these were invariably minor and transient. Most frequent (38 cases) was mild drowsiness, which disappeared after the first few days of Listica therapy. Habituation, cumulative effects, or withdrawal symptoms have not been noted, even in patients taking Listica as long as two years.

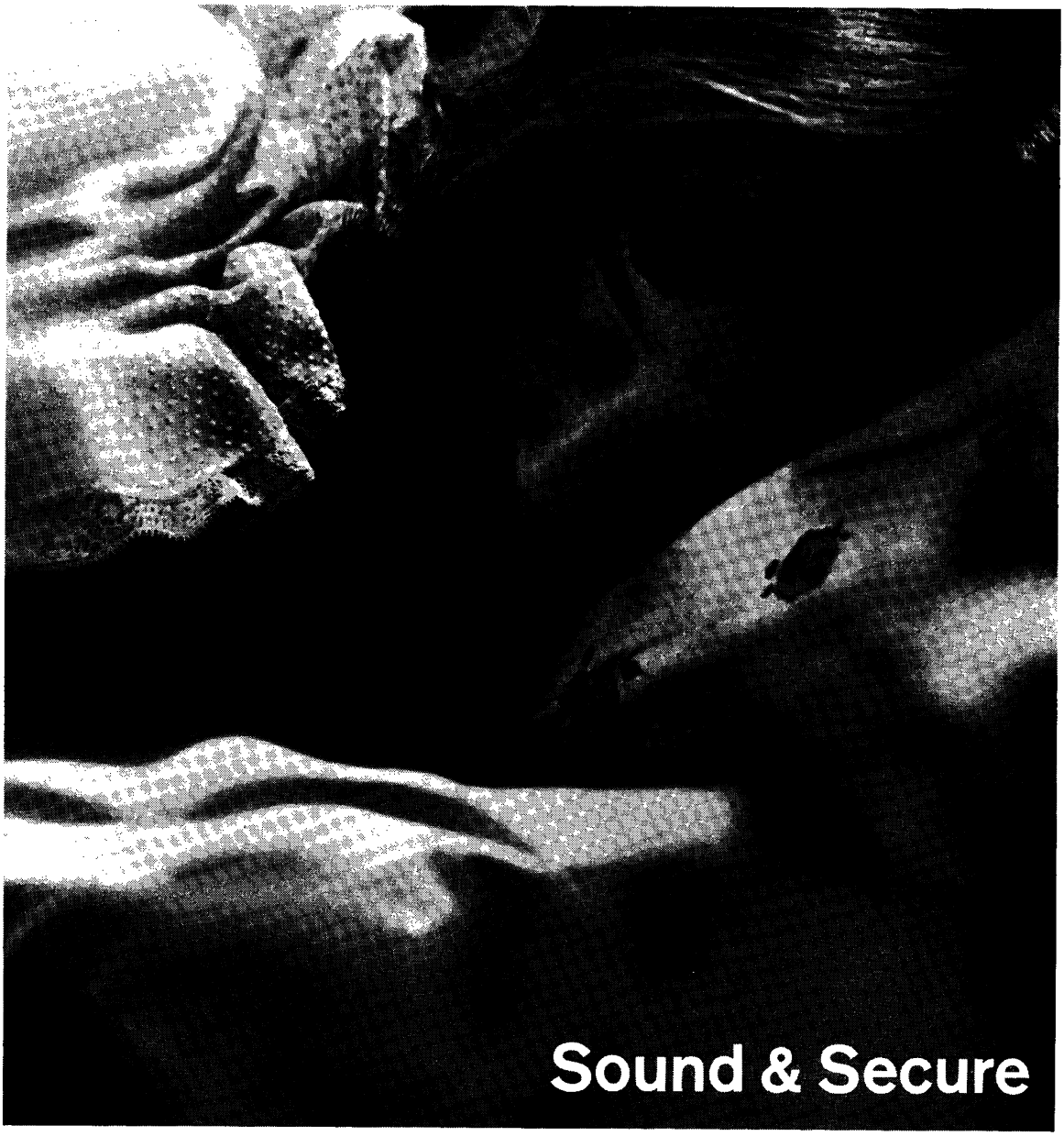
**with convenient dosage and availability** One Listica tablet, q.i.d., is the recommended dosage. Listica is supplied in bottles of 50 tablets on prescription only, by pharmacies everywhere. Each tablet contains 200 mg. of Hydroxyphenamate, Armour.


References:

[1]Bastian, J. W.: Classification of CNS Drugs by a Mouse Screening Battery. To be published in Intern. Arch. de Pharmacodynamie; [2]Hubata, J. A., and Hecht, R. A.: Review of Clinical Use of Hydroxyphenamate (Listica) in 1,759 Patients. To be published in Clinical Medicine; [3]Taub, S. J.: Management of Anxiety in Allergic Disorders—New Approach. To be published in Psychosomatics; [4]Cahn, B.: Experience with a New Tranquilizing Agent (Hydroxyphenamate). *Ibid;* [5]Davis, O. F.: On Use of Hydroxyphenamate in Anxiety Associated with Somatic Disease. To be published; [6]Alexander, L.: Effect of Hydroxyphenamate on Conditional Psychogalvanic Reflex in Man. Supplement to Diseases of the Nervous System, Sept., 1961; [7]Cahn, B.: Effect of Hydroxyphenamate in Treatment of Mild and Moderate Anxiety States. *Ibid;* [8]Cahn, M. M., and Levy, E. J.: Use of Hydroxyphenamate (Listica) in Dermatological Therapy. *Ibid;* [9]Eisenberg, B. C.: Amelioration of Allergic Symptoms with a New Tranquilizer Drug (Listica). *Ibid;* [10]Friedman, A. P.: Pharmacological Approach to Treatment of Headache. *Ibid;* [11]Greenspan, E. B.: Use of Hydroxyphenamate in Some Forms of Cardiovascular Disease. *Ibid;* [12]Gouldman, C., Lunde, F., and Davis, J.: Clinical Trial of Hydroxyphenamate in Alcoholic Patients. *Ibid;* [13]McLaughlin, B. E., Harris, J., and Ryan, E.: Double Blind Study Involving "Listica," Chlordiazepoxide, and "Placebo" as Adjunct to Supportive Psychotherapy in Psychiatric Clinic. *Ibid;* [14]Bastian, J. W.: Pharmacology and Toxicology of Hydroxyphenamate. *Ibid;* [15]Bossinger, C. D.: Chemistry of Hydroxyphenamate. *Ibid.*


**ARMOUR PHARMACEUTICAL COMPANY, KANKAKEE, ILLINOIS**

**Physicians who prefer generic names prescribe "Hydroxyphenamate, Armour."**




Patients sleep soundly with Doriden. More important, they are secure. The wide margin of safety with Doriden is confirmed by more than 5 years of clinical experience and is well-documented in published reports.[1-6]

Clinical evidence clearly supports these advantages of Doriden:

- Side effects (including morning hangover) are seldom significant.
- Toxic effects are rarely a clinical problem.
- Doriden causes little or no respiratory depression.
- Doriden is well-tolerated, even by the aged and chronically ill.

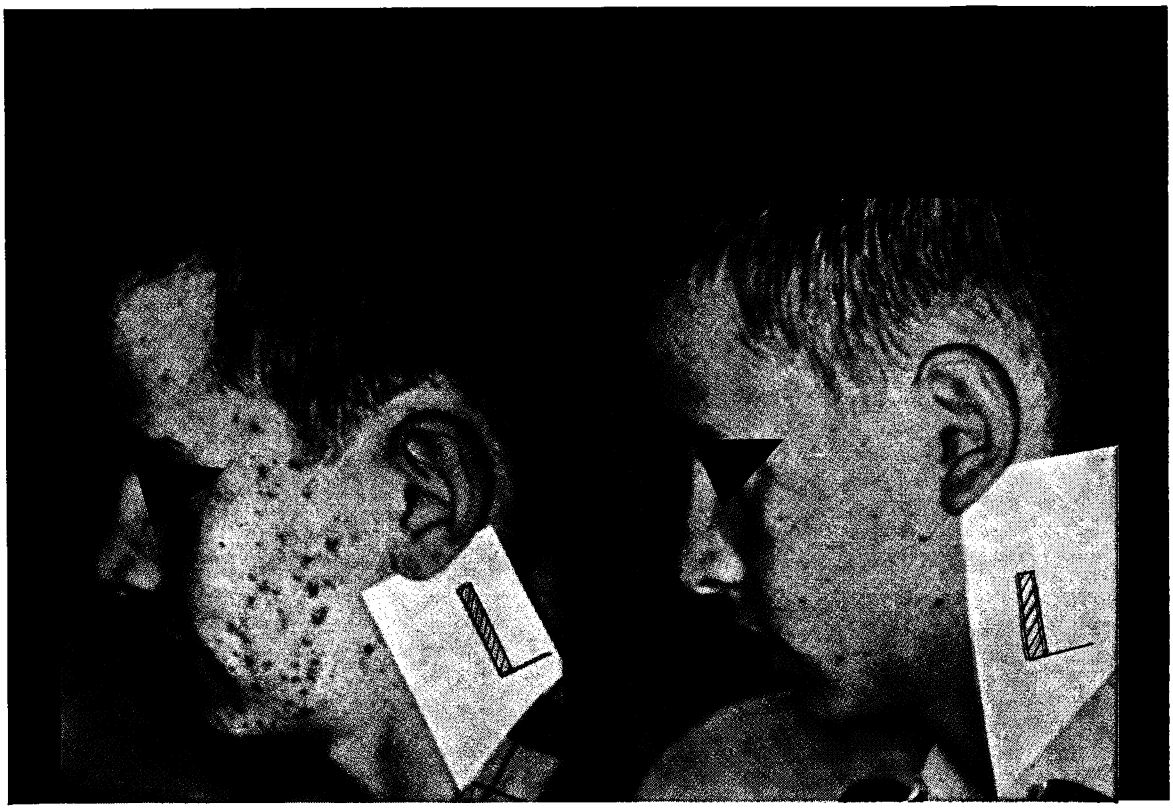
Its high degree of safety offers you a good reason to consider Doriden whenever your patient needs a good night's sleep.

**SUPPLIED:** *Capsules*, 0.5 Gm. (blue and white). *Tablets*, 0.5 Gm. (white, scored), 0.25 Gm. (white, scored) and 0.125 Gm. (white).

**REFERENCES: 1.** Blumberg, N., Everts, E.A., and Goracci, A.F.: Pennsylvania M.J. *59*:808 (July) 1956. **2.** Matlin, E.: M. Times *84*:68 (Jan.) 1956. **3.** Hodge, J., Sokoloff, M., and Franco, F.: Am. Pract. & Digest Treat. *10*:473 (March) 1959. **4.** Burros, H. M., and Borromeo, V. H. J.: J. Urol. *76*:456 (Oct.) 1956. **5.** Lane, R. A.: New York J. Med. *55*:2343 (Aug. 15) 1955. **6.** Weston, D.T.: Journal-Lancet *76*:7 (Jan.) 1956. 2/3005MB

For complete information about Doriden (including dosage, cautions, and side effects), see the current Physicians' Desk Reference or write CIBA, Summit, N. J.

**Doriden®** (glutethimide CIBA) CIBA Summit, N.J.



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## Acne lesions clear faster

Fostex is a more complete acne prescription because it contains 6 anti-acne agents . . . not just 1 or 2. These 6 agents, working together, provide essential actions necessary for local treatment of acne.

Fostex degreases, dries and peels and degerms acne skin. It helps remove blackheads, unblock pores, prevent pustules and scar-producing cysts, and rids the skin of bacteria. Fostex is easy to use. Instead of using soap, patients simply wash acne skin with Fostex Cream or Cake 2 to 3 times daily.

**Only Fostex contains this unique combination of anti-acne agents:** *Sebulytic® (3 surface-active agents—sodium lauryl sulfoacetate, sodium alkyl aryl polyether sulfonate, sodium dioctyl sulfosuccinate), plus micropulverized sulfur 2%, salicylic acid 2% and hexachlorophene 1%.* **Supplied**—*Fostex Cake, bar form. Fostex Cream, 4.5 oz. jars. Also used as a therapeutic shampoo in dandruff and oily scalp which often accompanies acne.*

WESTWOOD PHARMACEUTICALS • BUFFALO 13, NEW YORK

# FOSTEX®

**treats pimples, blackheads, acne while patients wash**

"How do you feel lately, Mrs. K?" "Well, Doctor, some customers still get on my nerves but somehow this doesn't bother me as much. I feel better now and people seem easier to get along with." "Feel sleepy?" "No, nothing like that."

**this could be your "anxiety patient" on**

# TREPIDONE®

MEPHENOXALONE LEDERLE

In the treatment of mild to moderate tension and anxiety, the normalizing effect of TREPIDONE leaves the patient emotionally stable, mentally alert. Adult dose: One 400 mg. tablet, four times daily. Supplied: Half-scored tablets, 400 mg., bottle of 50.

Request complete information on indications, dosage, precautions and contraindications from your Lederle representative, or write to Medical Advisory Department.

LEDERLE LABORATORIES, A Division of AMERICAN CYANAMID COMPANY, Pearl River, New York

# After 10 weeks of therapy— a clear skin, a new personality, a new world of fun and laughter

pHisoHex, used as a daily, exclusive wash, enhances any treatment for acne. Because it contains 3 per cent hexachlorophene, it supplies *continuous* antibacterial action to help combat the infection factor. pHisoHex cleanses better than soap because it is 40 per cent more surface-active.

Used together, pHisoHex and new keratolytic pHisoAc Cream provide basic complementary topical therapy for patients with acne—to unplug follicles and to help prevent comedones, pustules and scarring.

New pHisoAc Cream dries, peels and helps degerm the skin; flesh-toned, it tends to hide acne lesions as they heal.

pHisoHex, in unbreakable squeeze bottles of 5 oz. and NEW plastic bottles of 1 pint; pHisoAc in 1½ oz. tubes.

pHisoHex and pHisoAc, trademarks reg. U.S. Pat. Off.

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CLINICAL PHOTOGRAPHS

**Acne vulgaris before treatment**

For treatment at home, this patient washed her face daily with pHisoHex and kept pHisoAc on her face twenty-four hours a day.

Nine office treatments consisted of mechanical removal of blackheads and applications of carbon dioxide slush. No other medication was given.

**After 10 weeks of therapy**

**For Acne—pHisoHex® and pHisoAc® Cream**

pHisoHex: antibacterial, nonalkaline, nonirritating, hypoallergenic detergent

pHisoAc: keratolytic

(Coloidal sulfur 6 per cent, resorcinal 1.5 per cent, and hexachlorophene 0.3 per cent)

# Terramycin®

BRAND OF OXYTETRACYCLINE

## Continuing to grow in clinical stature

# Continuing to grow in clinical stature

## Recent medical literature[1-27]—adding to an already massive bibliography—continues to document the effectiveness of well-tolerated Terramycin in pediatric, respiratory, and other infections.

**Recent bibliography: 1.** A.M.A. Council on Drugs, New and Nonofficial Drugs 1961, Philadelphia, Lippincott, 1961, pp. 142-147. **2.** Beckman, H.: The Year Book of Drug Therapy, Chicago, Yr. Bk. Pub., 1961, p. 271. **3.** Eastman, N. J., and Hellman, L. M.: Williams Obstetrics, ed. 12, New York, Appleton-Century-Crofts, 1961, pp. 845-1035. **4.** Keefer, C. S., in Modell, W.: Drugs of Choice 1960-1961, St. Louis, Mosby, 1960, pp. 141, 146, 147. **5.** Huang, N. N.: J. Pediat. 59:512, 1961. **6.** Smith, R. C. F.: Brit. J. Clin. Practice 15:345, 1961. **7.** Asay, L. D., and Koch, R.: New England J. Med. 262:1062, 1960. **8.** Berry, D. G., et al.: Lancet 1:137, 1960. **9.** Osol, A., et al.: The Dispensatory of the United States of America, ed. 25, Philadelphia, Lippincott, 1960, pp. 953, 1556. **10.** Adams, A. R. D.: Brit. M. J. 1:1639, 1960. **11.** Jung, R. C., and Carrera, G. M.: Dis. Colon & Rectum 3:313, 1960. **12.** De Lamater, J. N.: Am. J. Gastroenterol. 34:130, 1960. **13.** Stewart, W. H., et al., in Kelley, V. C.: Brenneman-McQuarrie-Kelley Practice of Pediatrics, Maryland, Prior, 1960, vol. II, chap. 5, p. 19. **14.** Wellman, W. E., and Herrell, W. E., in Kelley, V. C.: Brenneman-McQuarrie-Kelley Practice of Pediatrics, Maryland, Prior, 1960, vol. I, chap. 44, p. 13. **15.** Wenckert, A., and Robertson, B.: Acta chir. scandinav. 120:79, 1960. **16.** Alstead, S.: Dilling's Clinical Pharmacology, ed. 20, London, Cassell, 1960, p. 462. **17.** Grover, F. W.: Texas J. Med. 57:355, 1961. **18.** Gardiner, W. P., and Gomila, R. R., Jr.: Scientific Exhibit, Venereal Disease Seminar, U.S. Public Health Service, Feb. 28-Mar. 3, 1961. **19.** Jacques, A. A., and Fuchs, V. H.: J. Louisiana M. Soc. 113:200, 1961. **20.** Nathan, L. A.: Scientific Exhibit, 15th Clinical Meet., A.M.A., Denver, Col., Nov. 26-30, 1961. **21.** Ullman, A.: Delaware M. J. 32:97, 1960. **22.** Lamphier, T.A.: Scientific Exhibit, New York State M. Soc. Meet., New York, May 7-13, 1960. **23.** Freier, A.: Paper presented at Michigan Soc. Obst. & Gynec., Detroit, May 3, 1961. **24.** Logan, K. M.: Scientific Exhibit, Ann. Meet., Ohio Acad. Gen. Practice, Cincinnati, Sept. 13-14, 1961. **25.** Altemeier, W. A., and Wulsin, J. H. (A.M.A. Council on Drugs Report): J.A.M.A. 173:527, 1960. **26.** Krol, W. J.: J. Abdom. Surg. 3:78, 1961. **27.** Potempa, J.: Med. Klin. 56:352, 1961.

**In Brief**

The dependability of Terramycin in daily practice is based on its broad range of antimicrobial effectiveness, excellent toleration, and low order of toxicity. As with other broad-spectrum antibiotics, overgrowth of nonsusceptible organisms may develop. If this occurs, discontinue the medication and institute appropriate specific therapy as indicated by susceptibility testing. Glossitis and allergic reactions to Terramycin are rare. Aluminum hydroxide gel may decrease antibiotic absorption and is contraindicated. For complete dosage, administration, and precaution information, read package insert before using.

More detailed professional information available on request.

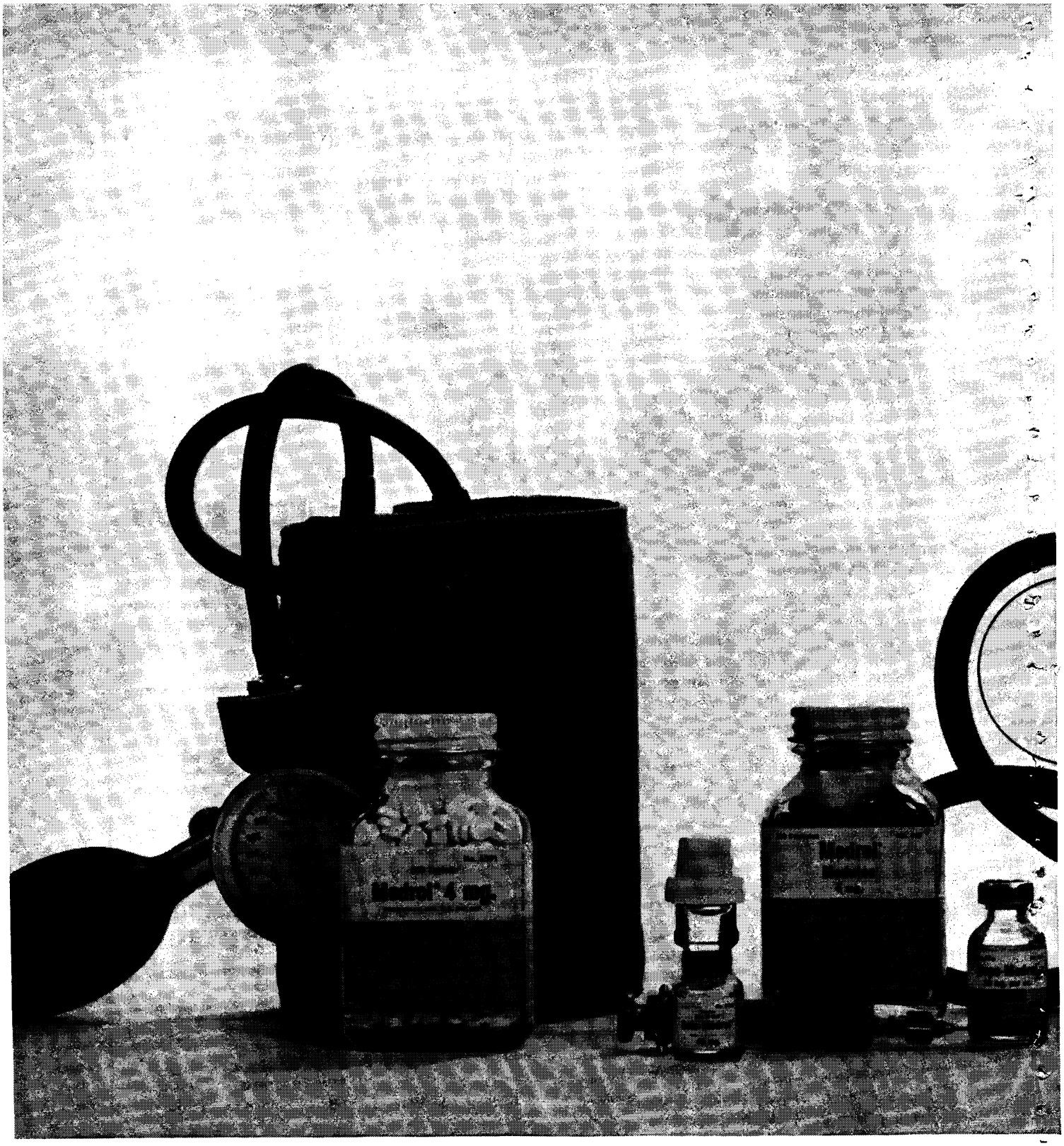
**Terramycin®**

OXYTETRACYCLINE WITH GLUCOSAMINE

**PEDIATRIC DROPS** 5 mg./drop (100 mg./cc.)

**SYRUP** 125 mg./tsp. (5 cc.)

*Science for the world's well-being®* Pfizer PFIZER LABORATORIES Division, Chas. Pfizer & Co., Inc. New York 17, N.Y.



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4 mg. in bottles of 30, 100 and 500
16 mg. in bottles of 50

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40 mg. in 1 cc. Mix-O-Vial*

MEDROL MEDULES*
4 mg. in bottles of 30, 100 and 500 capsules
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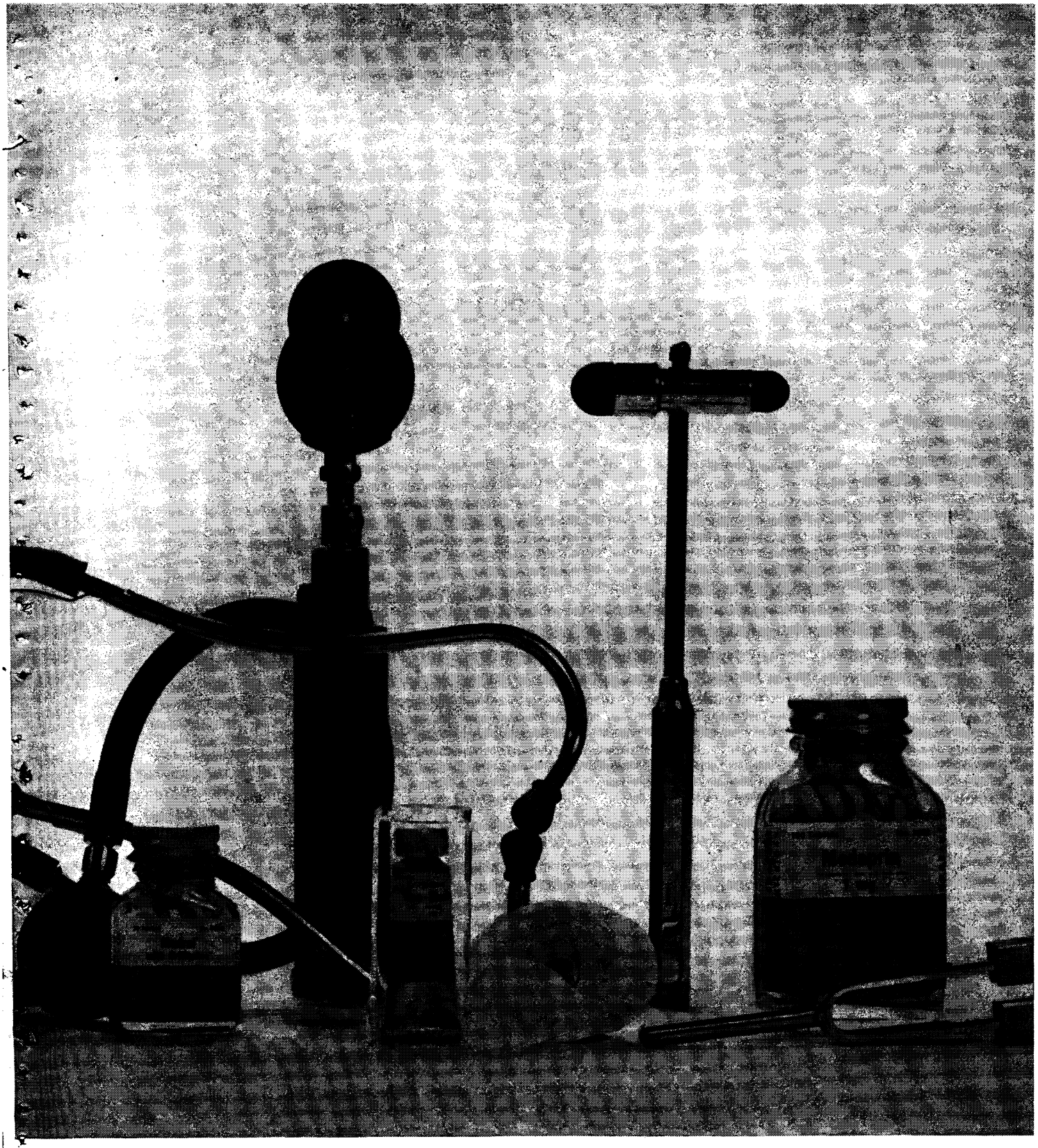
DEPO-MEDROL*
acetate
40 mg./cc. in 1 cc. and 5 cc. vials
20 mg./cc. in 5 cc. vials



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Upjohn

# when urinary tract infections present a therapeutic challenge...

# CHLOROMYCETIN®

(chloramphenicol, Parke-Davis)

Often recurrent...often resistant to treatment, urinary tract infections are among the most frequent and troublesome types of infections seen in clinical practice.[1,2] In such infections, successful therapy is usually dependent on identification and susceptibility testing of invading organisms, administration of appropriate antibacterial agents, and correction of obstruction or other underlying pathology.

Of these agents, one author reports: "Chloramphenicol still has the widest and most effective activity range against infections of the urinary tract. It is particularly useful against the coliform group, certain Proteus species, the micrococci and the enterococci."[1] CHLOROMYCETIN is of particular value in the management of urinary tract infections caused by *Escherichia coli* and *Aerobacter aerogenes*.[3] In addition to these clinical findings, the wide antibacterial range of CHLOROMYCETIN continues to be confirmed by recent *in vitro* studies.[4-6]

CHLOROMYCETIN (chloramphenicol, Parke-Davis) is available in various forms, including Kapseals® of 250 mg., in bottles of 16 and 100. See package insert for details of administration and dosage.

*Warning:* Serious and even fatal blood dyscrasias (aplastic anemia, hypoplastic anemia, thrombocytopenia, granulocytopenia) are known to occur after the administration of chloramphenicol. Blood dyscrasias have occurred after both short-term and prolonged therapy with this drug. Bearing in mind the possibility that such reactions may occur, chloramphenicol should be used only for serious infections caused by organisms which are susceptible to its antibacterial effects. Chloramphenicol should not be used when other less potentially dangerous agents will be effective, or in the treatment of trivial infections, such as colds, influenza, or viral infections of the throat, or as a prophylactic agent. *Precautions:* It is essential that adequate blood studies be made during treatment with the drug. While blood studies may detect early peripheral blood changes, such as leukopenia or granulocytopenia, before they become irreversible, such studies cannot be relied upon to detect bone marrow depression prior to development of aplastic anemia.

*References:* (1) Malone, F. J., Jr.: *Mil. Med.* 125:836, 1960. (2) Martin, W. J.; Nichols, D. R., & Cook, E. N.: *Proc. Staff Meet. Mayo Clin.* 34:187, 1959. (3) Ullman, A.: *Delaware M. J.* 32:97, 1960. (4) Petersdorf, R. G.; Hook, E. W.; Curtin, J. A., & Grossberg, S. E.: *Bull. Johns Hopkins Hosp.* 109:48, 1961. (5) Jolliff, C. R.; Engelhard, W. E.; Ohlsen, J. R.; Heidrick, P. J., & Cain, J. A.: *Antibiotics & Chemother.* 10:694, 1960. (6) Lind, H. E.: *Am. J. Proctol.* 11:392, 1960.

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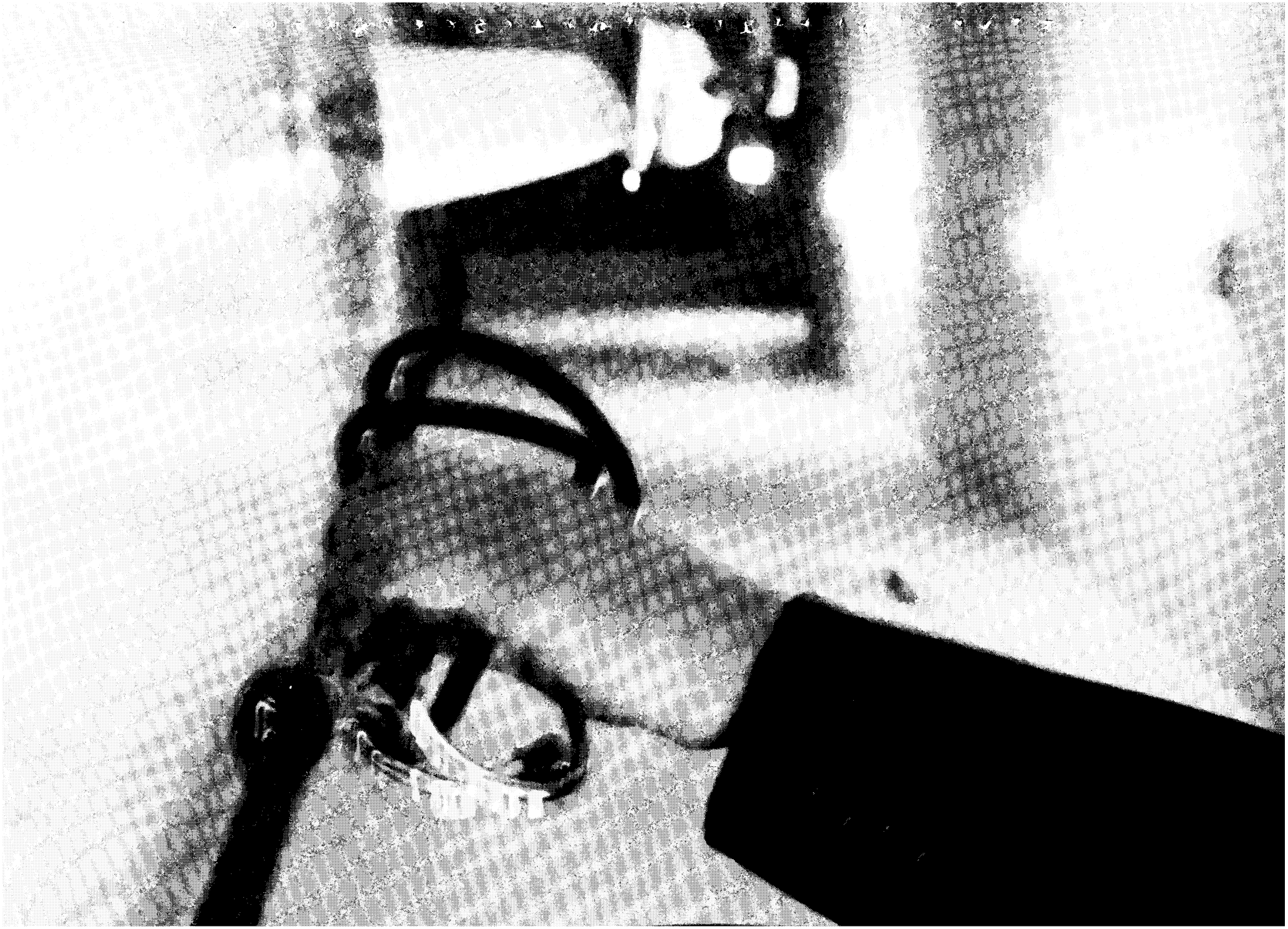


# Calms the Tense, Nervous Patient

## in anxiety and depression

The outstanding effectiveness and safety with which Miltown calms tension and nervousness has been clinically authenticated by thousands of physicians during the past six years. This, undoubtedly, is one reason why meprobamate is still the most widely prescribed tranquilizer in the world.

Its response is predictable. It will not produce unpleasant surprises for either the patient or the physician. Small wonder that many physicians have awarded Miltown the status of a proven, dependable friend.

**Miltown®**

meprobamate (Wallace)

***Usual dosage:*** One or two 400 mg. tablets t.i.d.

***Supplied:*** 400 mg. scored tablets, 200 mg. sugar-coated tablets; bottles of 50. Also as MEPROTABS®—400 mg. *unmarked*, coated tablets; and in *sustained-release* capsules as MEPROSPAN®-400 and MEPROSPAN®-200 (containing respectively 400 mg. and 200 mg. meprobamate).

WALLACE LABORATORIES
*Cranbury, N. J.*

CH-5642

Clinically proven in over 750 published studies

1. Acts dependably — without causing ataxia or altering sexual function
2. Does not produce Parkinson-like symptoms, liver damage or agranulocytosis
3. Does not muddle the mind or affect normal behavior

## THERAPEUTIC INDEX

# "Thiosulfil" Forte 0.5 Gm. Tablet

**BRAND OF SULFAMETHIZOLE**

**"THIOSULFIL"** has been found effective against the following urinary pathogens: **Proteus vulgaris, Pseudomonas aeruginosa, Escherichia coli, Streptococcus fecalis, Escherichia intermedium,** and **Aerobacter aerogenes.** In individual cases, sensitivity of the organisms may vary. Sensitivity tests, preferably by the tube dilution method, should be done first, for guidance as to alternate therapy in case "THIOSULFIL" FORTE does not control the infection.

**INDICATIONS:** Treatment of cystitis, urethritis, pyelitis, pyelonephritis, and prostatitis due to bacterial infection amenable to sulfonamide therapy; prior to and following genitourinary surgery and instrumentation; prophylactically, in patients with indwelling catheters, ureterostomies, urinary stasis, and cord bladders.

**SUGGESTED RANGE OF DOSAGE: Adults:** 1 or 2 tablets (0.5 Gm.-1.0 Gm.) three or four times daily.

**WARNING:** Due to the high solubility in body fluids of "THIOSULFIL" and its acetyl form, the hazards of renal tubule obstruction are minimized. The usual precautions exercised with sulfa drugs generally should, however, be observed. In those rare instances where exanthemata, urticaria, nausea, emesis, fever or hematuria, are encountered, administration should be discontinued.

**CONTRAINDICATION:** A history of sulfonamide sensitivity.

**SUPPLIED: NO. 786—"THIOSULFIL" FORTE**—Each tablet contains sulfamethizole 0.5 Gm. (scored), in bottles of 100 and 1,000.

ALSO AVAILABLE—**NO. 785: "THIOSULFIL"**—Each tablet contains sulfamethizole 0.25 Gm. (scored), in bottles of 100 and 1,000. **No. 914—"THIOSULFIL" Suspension**—Each 5 cc. (teaspoonful) contains sulfamethizole 0.25 Gm., in bottles of 4 and 16 fluidounces.

SUGGESTED DOSAGES: **Adults:** 0.5 Gm. four times daily. **Infants:** (Up to 20 lb.) 25 to 30 mg. per pound per day in four divided doses. **Children:** (20 to 50 lb.) up to 150 mg. four times daily; (50 to 75 lb.) up to 300 mg. four times daily; (over 75 lb.) adult dose.

---

**WHEN ANALGESIA IS DESIRED**

## "THIOSULFIL"-A FORTE NO. 783:

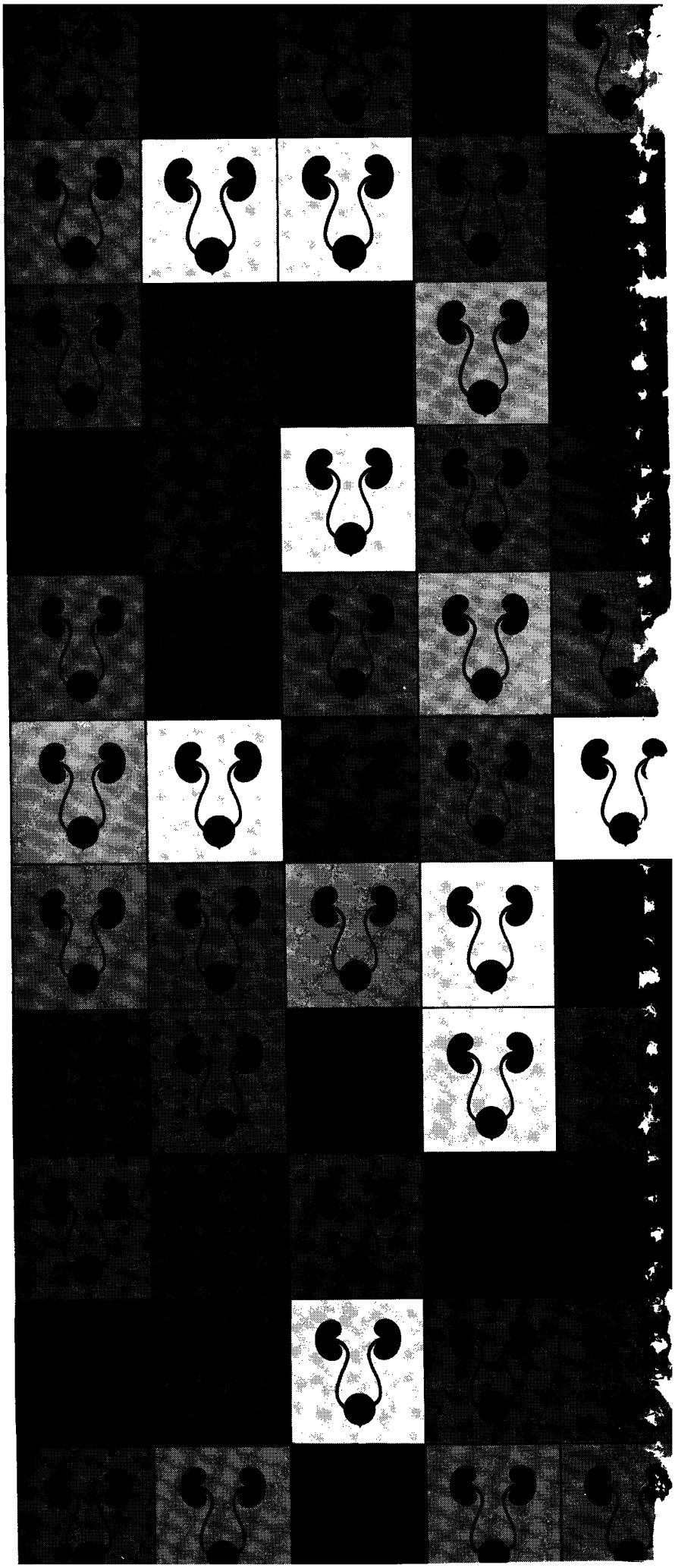
Each tablet contains sulfamethizole 0.5 Gm., and phenylazo-diamino-pyridine HCl 50.0 mg., in bottles of 100 and 1,000.

**CONTRAINDICATIONS:** (1) a history of sulfonamide sensitivity and (2) due to the phenylazo-diamino-pyridine HCl component, renal and hepatic failure, glomerulonephritis, and pyelonephritis of pregnancy with gastrointestinal disturbances.

**USUAL DOSAGE: Adults:** 2 tablets, four times daily. **Children** (9 to 12 years): 1 tablet, four times daily.

ALSO AVAILABLE: **NO. 784 "THIOSULFIL"—A**—Each tablet contains sulfamethizole 0.25 Gm., and phenylazo-diamino-pyridine HCl 50.0 mg., in bottles of 100 and 1,000. USUAL DOSAGE: **Adults:** 2 tablets, four times daily. **Children** (9 to 12 years): 1 tablet, four times daily.

**For references, see opposite page.**



# SAFELY MANAGES ALL EPISODES OF URINARY TRACT INFECTION

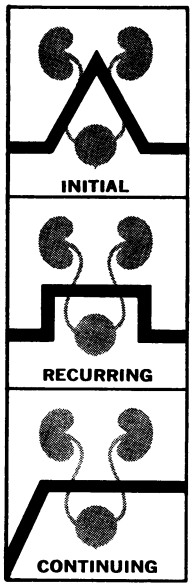
# "Thiosulfil"® Forte 0.5 Gm. Tablet

**(BRAND OF SULFAMETHIZOLE)**

## THE ONE SULFONAMIDE THAT OFFERS

- Maximum urinary concentration of active, free sulfa at site of infection
- Rapid clearance (noncumulative)
- Rare incidence of side effects
- High degree of clinical effectiveness

"Thiosulfil" dosage schedules reported in the literature.




### INITIAL EPISODE (Acute Infection) 3 Gm./day[1]

Based on 7 years' clinical experience in treating 3,057 cases of upper and lower urinary tract infection, Bourque[1] found 3 Gm./day for 2 weeks (the average dosage employed in 97 per cent of patients) effective in most cases.

### RECURRING EPISODE (Flare-up) 3 Gm./day[1]

Same dosage as above. When longer therapy is required as in cases where there is stasis due to obstruction, administration may be continued at a lower dosage range.

### CONTINUING EPISODE (Stasis/Obstruction) 2 Gm./day[2,3] 0.5 Gm./day[4]

Where infection remains latent due to causes which cannot be eliminated as in paraplegia, patients have been maintained symptom-free on dosage regimens ranging from 2 Gm. to 0.5 Gm./day. After initial control of acute symptoms, therapy may be continued indefinitely on a low dosage basis to guard against recurrence and prevent ascending infection. Many cases can be controlled with as little as 0.5 Gm./day.

**SUPPLIED:** No. 786 — "Thiosulfil" Forte — Each tablet contains sulfamethizole 0.5 Gm. (scored), in bottles of 100 and 1,000.

**ALSO AVAILABLE** — In urinary tract infection—to alleviate pain and control the infection: No. 783 — **"THIOSULFIL"®-A FORTE** combines the sulfonamide specific for urinary tract infection with a potent analgesic for prompt, soothing relief of local discomfort. Each tablet contains sulfamethizole 0.5 Gm. and phenylazo-diamino-pyridine HCl 50 mg., in bottles of 100 and 1,000 tablets.

*References:* 1. Bourque, J.-P., and Gauthier, G-E.: L'Union Medicale **89**:640 (May) 1960. 2. Cottrell, T. L. C., Rolnick, D., and Lloyd, F. A.: Rocky Mountain M. J. **56**:66 (Mar.) 1959. 3. Bourque, J.-P., and Joyal, J.: Canad. M.A.J. **68**:337 (Apr.) 1953. 4. Hughes, J., Coppridge, W. M., and Roberts, L. C.: North Carolina M. J. **17**:320 (July) 1956.

**Ayerst Laboratories**

New York, N. Y. • Montreal, Canada

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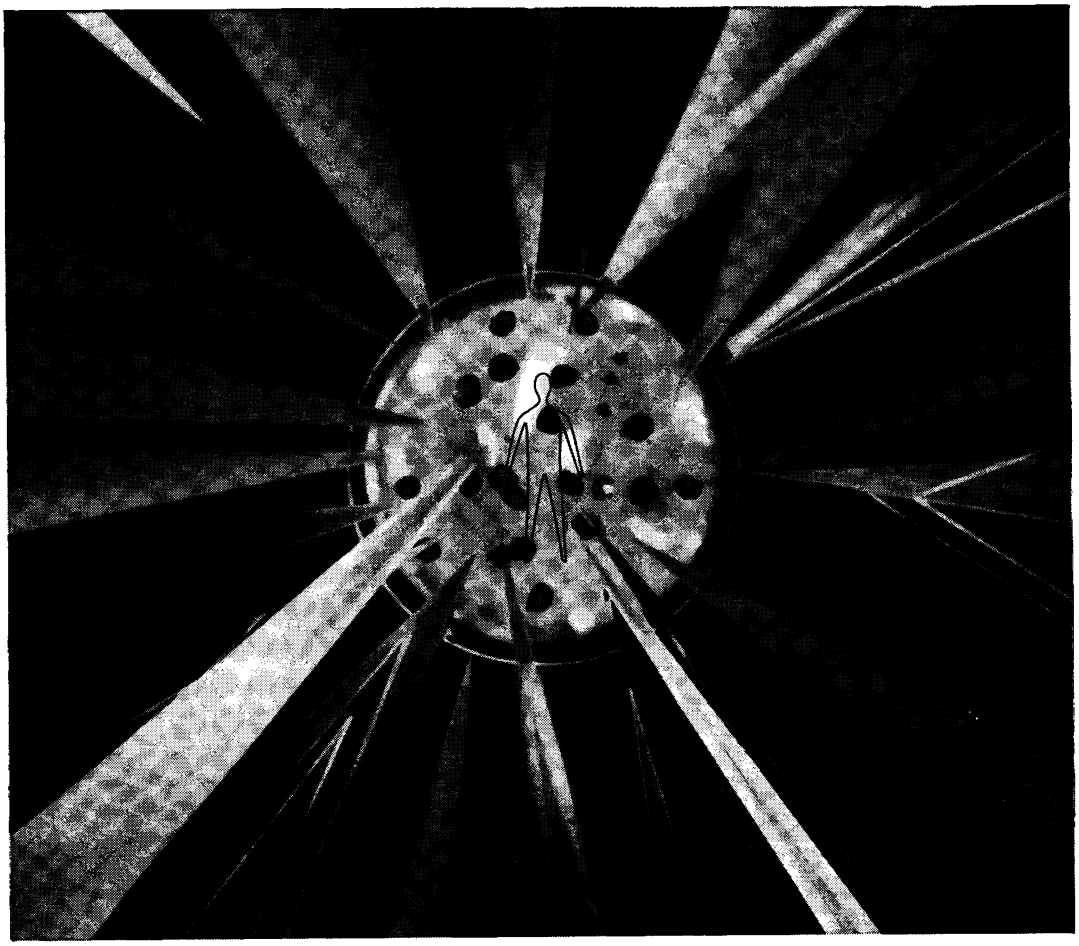


# Why do we say Mysteclin-F is decisive in infection?

*because... it contains phosphate-potentiated tetracycline*
for prompt, dependable broad spectrum antibacterial action.

*because... it contains Fungizone, the antifungal antibiotic,*
to prevent monilial overgrowth in the gastrointestinal tract.

Mysteclin-F resolves many respiratory, genitourinary and gastrointestinal infections—as well as such other conditions as cellulitis, bacterial endocarditis, furunculosis, otitis media, peritonitis, and septicemia. It combats a truly wide range of pathogenic organisms: gram-positive and gram-negative bacteria, spirochetes, rickettsias, viruses of the psittacosis-lymphogranuloma-trachoma group.

*Available as:* Mysteclin-F Capsules (250 mg./50 mg.) Mysteclin-F Half Strength Capsules (125 mg./25 mg.) Mysteclin-F for Syrup (125 mg./25 mg. per 5 cc.) Mysteclin-F for Aqueous Drops (100 mg./20 mg. per cc.)

'Mysteclin'®, 'Sumycin'® and 'Fungizone'® are Squibb trademarks.

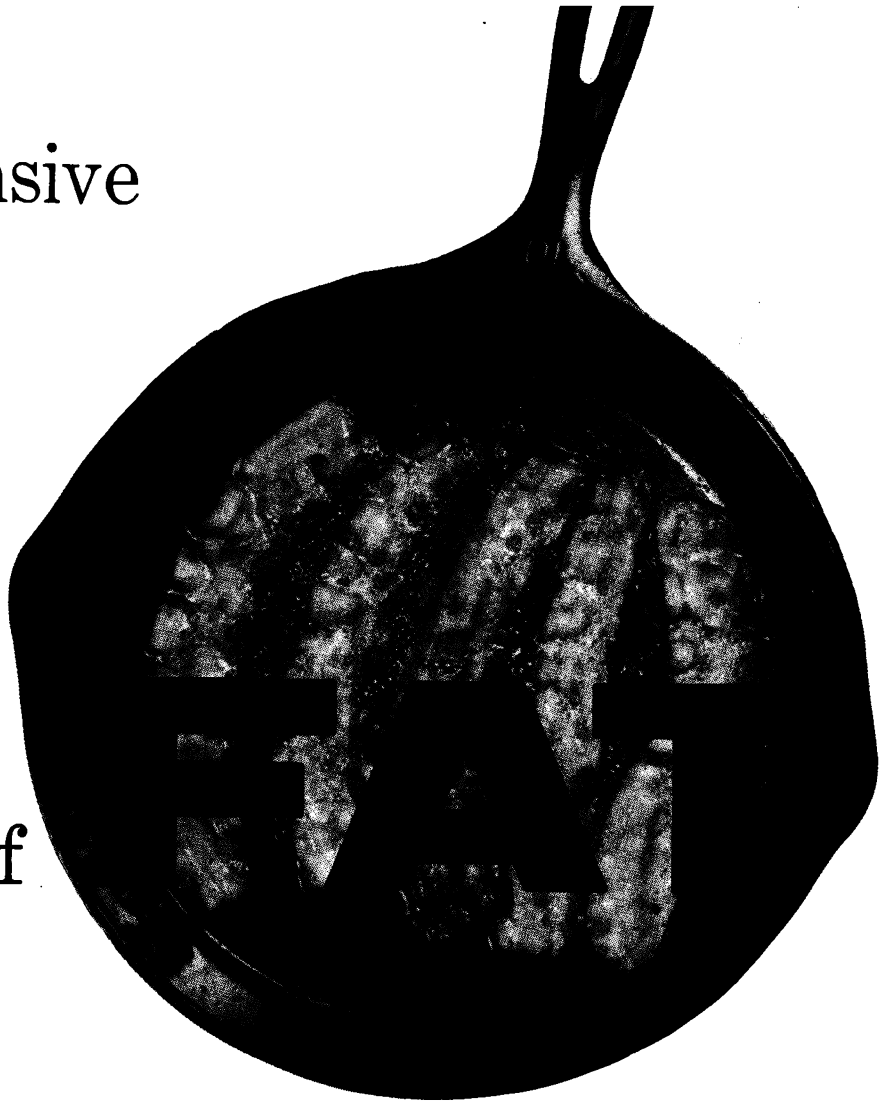
**Mysteclin-F**

Squibb Phosphate-Potentiated Tetracycline (SUMYCIN) *plus* Amphotericin B (FUNGIZONE)

For full information, see your Squibb Product Reference or Product Brief.

SQUIBB *Squibb Quality— the Priceless Ingredient*

# NEW comprehensive digestant with the *most potent* enzyme available for digestion of



*—also unsurpassed potency for digestion of starch, protein and cellulose*

—the *only* digestant with Lipancreatin,* proven superior to Pancreatin N.F.

—the *only* digestant with fat-splitting lipase activity 12 times as great as that of Pancreatin N.F.

**When the question is digestion** because of your patient's inability to handle fat, starch, protein or cellulose, you can provide dependable relief with COTAZYM-B, which contains the essential pancreatic enzymes lipase, trypsin and amylase, plus bile salts and cellulase. A daily dose of 6 COTAZYM-B tablets is sufficient to emulsify and digest 50 Gm. of dietary fat, and to digest all of the protein and starch in a typical diet (100 Gm. protein, 250 Gm. starch) and 480 mg. cellulose.

*Dosage:* 1 or 2 tablets with water just before each meal.

*Supply:* Bottles of 48 tablets.

*Write for samples and comprehensive literature.*

*NEW* **Cotazym®-B**

Lipancreatin Bile Salts Cellulase

ORGANON INC., West Orange, New Jersey

Organon

**The Significance of Lipancreatin* (Pancreatic Enzymes Concentrated 'Organon')

A product of original Organon research, lipancreatin provides *for the first time in digestant preparations a known, constant amount of fat-digesting lipase* in addition to trypsin and amylase. It surpasses in assayable digestive activity *all* presently available pancreatin preparations.

"The first prescription I ever wrote was for 'Empirin' with Codeine...

# and it is still my stand-by for pain relief today."

PICTURE THE YOUNG DOCTOR with his first private patient, about thirty-five years ago. This is the moment, after years of study and guidance in classroom and at hospital bedside, when he assumes the full weight of responsibility for the well-being of his patient. He makes his diagnosis. The patient is in considerable pain, and his first concern is to relieve this discomfort. He writes a prescription for a new analgesic, a convenient drug combination that he believes will be of help. This patient (and many others to follow) finds gratifying relief, and the physician continues to rely upon this medication as the years go by.

Could this have been you in the 1920's? That was when 'Empirin' Compound with Codeine first came into general use (although plain 'Empirin' Compound has been well-known since the influenza epidemic of 1918). Satisfaction through the years has prompted doctors everywhere to depend on 'Empirin' with Codeine for relief of most all degrees of pain. For with this well-tolerated, reliable analgesic combination you can be sure of results, and feel secure in the fact that the liability of addiction is negligible.

Please accept our thanks for continuing to place your trust in a product that has been used more widely in medicine each year for the past four decades.

## 'EMPIRIN' COMPOUND with CODEINE PHOSPHATE*

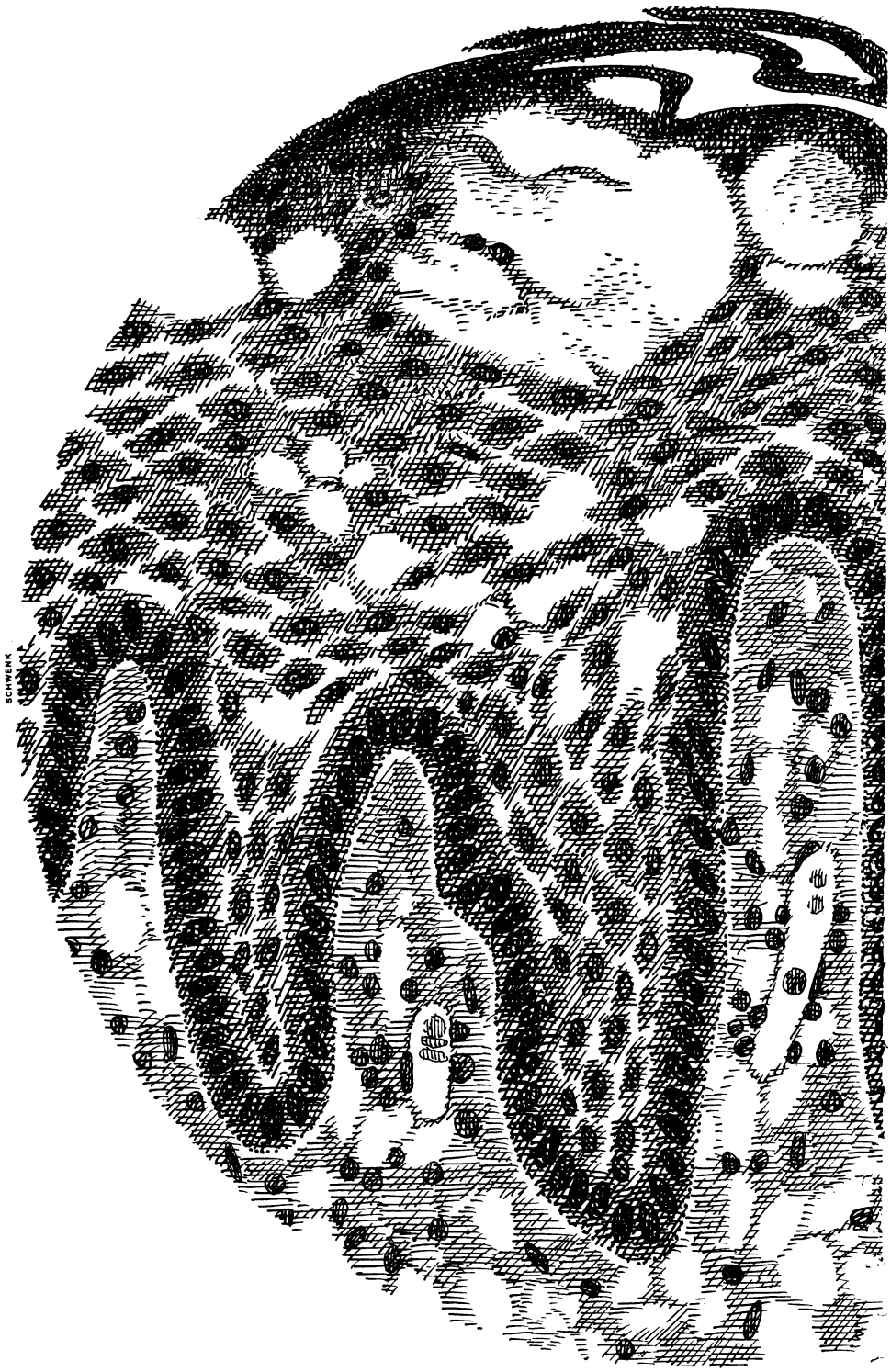
Acetophenetidin, gr. 2½
Acetylsalicylic Acid, gr. 3½
Caffeine, gr. ½

*Remember there are now four strengths available...*

**Warning—May be habit-forming.*
*Subject to Federal Narcotic Regulations.*

No. 1 — gr. ⅛
No. 2 — gr. ¼
No. 3 — gr. ½
No. 4 — gr. 1

BURROUGHS WELLCOME & CO. (U.S.A.) INC., Tuckahoe, N. Y.



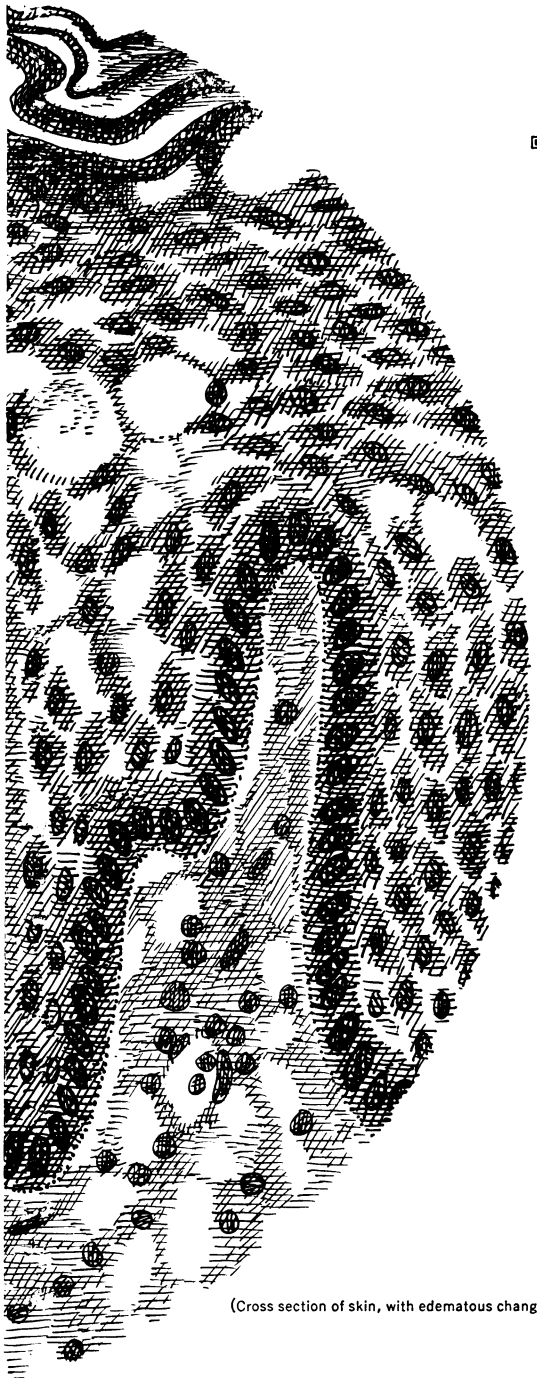

## because patients are more than inflamed skin...
## controlling inflammatory symptoms is frequently not enough!

Even cortisone, with its severe hormonal reactions, can effectively control allergic inflammatory symptoms in dermatoses. But a patient is more than the sum of his parts – and the skin is only part of a whole patient. Symptomatic control is but one aspect of modern corticotherapy, because what is good for the symptom may also be bad for the patient.

*Unsurpassed "General Purpose" and "Special Purpose" Corticosteroid...*
*Outstanding for Short- and Long-term Therapy*

# Aristocort®

Triamcinolone Lederle



(Cross section of skin, with edematous changes including vacuolization)

ARISTOCORT is an outstanding "special purpose" steroid when the complicating problem is increased appetite and weight gain, sodium retention and edema, cardiac disease, hypertension or emotional disturbance and insomnia.

ARISTOCORT provides unsurpassed anti-inflammatory control without sodium retention or edema — without undesirable psychic stimulation and voracious appetite.

*Supplied:* Scored tablets (three strengths), syrup, parenteral and various topical forms. Request complete information on indications, dosage, precautions and contraindications from your Lederle representative, or write to Medical Advisory Department.

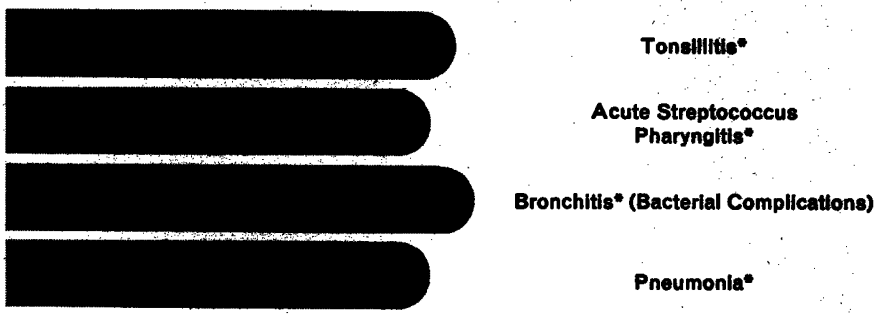
Lederle LEDERLE LABORATORIES · A Division of AMERICAN CYANAMID COMPANY · Pearl River, New York

# when your tongue blade points to respiratory infection

# Ilosone® works to speed recovery

Through the years, Ilosone has built an impressive record as an effective antibiotic in common bacterial respiratory infections. Numerous published clinical studies attest to excellent therapeutic response with Ilosone. Decisive recovery has become a matter of record.

**Efficacy of propionyl erythromycin and its lauryl sulfate salt in 803 patients with common bacterial respiratory infections**




***References supplied on request.**

The usual dosage for infants and for children under twenty-five pounds is 5 mg. per pound every six hours; for children twenty-five to fifty pounds, 125 mg. every six hours.

For adults and for children over fifty pounds, the usual dosage is 250 mg. every six hours.

In more severe or deep-seated infections, these dosages may be doubled.

Ilosone is available in three convenient forms: Pulvules®—125 and 250 mg.†; Oral Suspension—125 mg.† per 5-cc. teaspoonful; and Drops—5 mg.† per drop, with dropper calibrated at 25 and 50 mg.

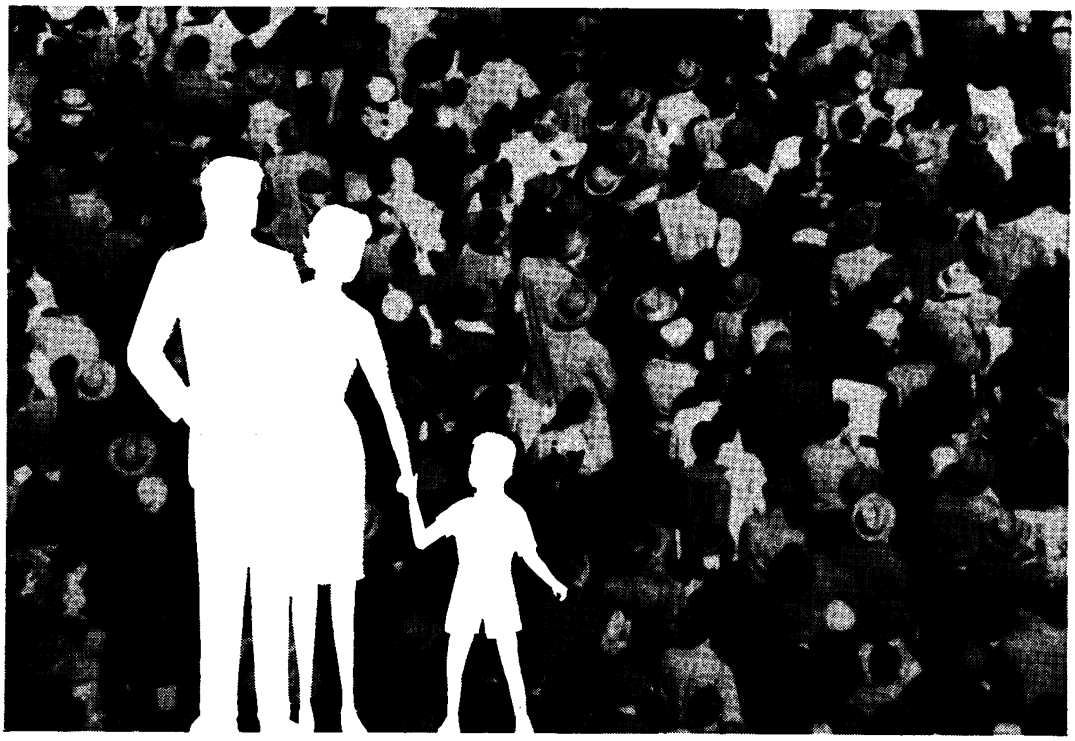
***Product brochure available; write***
***Eli Lilly and Company, Indianapolis 6, Indiana***

†Base equivalent
Ilosone® (erythromycin estolate, Lilly)
(propionyl erythromycin ester lauryl sulfate)

232534

Lilly.
QUALITY / RESEARCH / ACCURACY

This is a reminder advertisement. For adequate information for use, please consult manufacturer's literature.



# LOMOTIL®

(brand of diphenoxylate hydrochloride with atropine sulfate)

## ✻ lowers motility
## ✻ controls diarrhea

*Lomotil* brings prompt symptomatic control in diarrhea, either acute or chronic.

Both pharmacologic and clinical evidence indicate that Lomotil selectively lowers the propulsive component of gastrointestinal motility without relaxing intestinal sphincters. So efficient is this action that studies in mice have shown Lomotil to be effectively antidiarrheal in one-eleventh the dosage of morphine.

Such striking antidiarrheal activity strongly suggests that Lomotil is the drug of *first* choice for prompt and positive control of diarrhea.

**Dosage:** The recommended initial dosage for adults is two tablets (2.5 mg. each) three or four times daily, reduced to meet the requirements of each patient as soon as the diarrhea is under control. Maintenance dosage may be as low as two tablets daily. Lomotil is supplied as unscored, uncoated white tablets of 2.5 mg., each containing 0.025 mg. of atropine sulfate to discourage deliberate overdosage. Recommended dosage schedules should not be exceeded.

*An exempt preparation under Federal Narcotic Law.*

Descriptive literature and directions for use available in Physicians' Product Brochure No. 81 from G. D. Searle & Co., P.O. Box 5110, Chicago 80, Illinois.

G. D. SEARLE & CO.
CHICAGO 80, ILLINOIS
*Research in the Service of Medicine*

# Emotional control regained . . . a family restored . . . thanks to a physician and 'Thorazine'

During the past seven years, 'Thorazine' has become the treatment of choice for moderate to severe mental and emotional disturbances, because it is:

- specific enough to relieve underlying fear and apprehension
- profound enough to control hyperactivity and excitement
- flexible enough so that in severe cases dosage may be raised to two or three times the recommended starting level

Experience in over 14,000,000 Americans confirms the reassuring fact that, in most patients, the potential benefits of 'Thorazine' far outweigh its possible undesirable effects.

Of special value in mental and emotional disturbances: Tablets for initial therapy; Injection (Ampuls and Vials) for prompt control; Spansule® sustained release capsules for all-day or all-night therapy with a single oral dose.

**Thorazine®** brand of chlorpromazine
a fundamental drug in both
office and hospital practice
Smith Kline & French Laboratories

posed by professional models

## 'THORAZINE' PRESCRIBING INFORMATION

Because of its pronounced calming effect, 'Thorazine' is an outstanding agent for patients with mental and emotional disturbances, particularly those with symptoms of agitation and hyperactivity. In severe cases, initial use of intramuscular administration may be desirable to control symptoms promptly.

Before prescribing 'Thorazine' for other indications than those given below, the physician should be familiar with the dosage, side effects, cautions and contraindications for such uses. This information is available in the *Thorazine® Reference Manual* and *Physicians' Desk Reference,* and from your SK&F representative or your pharmacist.

## ADMINISTRATION AND DOSAGE

Dosage should always be adjusted to the response of the individual and according to the severity of the condition. It is important to increase dosage until symptoms are controlled or side effects become troublesome. In emaciated or senile patients, dosage increases should be made more gradually than in other patients.

## ADULT DOSAGE

**Mental and Emotional Disturbances** (e.g., agitation, excitement, or anxiety)—*Starting oral dosage* is 10 mg. t.i.d. or q.i.d., or 25 mg. b.i.d. or t.i.d. After a day or two, dosage may be increased by increments of 20 mg. to 50 mg. daily, at semiweekly intervals, until maximum clinical response is achieved. Continue dosage at this level for at least two weeks; then it can usually be reduced to a maintenance level. A daily dosage of 200 mg. is "average," but some patients may require substantially higher dosages. Discharged mental patients, for example, may require daily dosages as high as 800 mg. *Starting intramuscular dose* is 25 mg. (1 cc.). If necessary, and if no hypotension occurs, repeat the initial dose in one hour. Subsequent dosages should be oral, starting at 25 mg. to 50 mg. t.i.d.

**Alcoholism—Severely agitated patients:** *Starting intramuscular dose* is 25 mg. to 50 mg. (1-2 cc.). Repeat initial dose if necessary and if no hypotension occurs. Start subsequent oral dosages at 25 mg. to 50 mg. t.i.d. **Agitated but manageable patients:** *Starting oral dose* is 50 mg., followed by 25 mg. to 50 mg. t.i.d. For ambulatory patients with withdrawal symptoms or sober chronic alcoholics, *starting oral dosage* is 10 mg. t.i.d. or q.i.d., or 25 mg. b.i.d. or t.i.d. Patients in a stuporous condition should be allowed to sleep off some of the effects of the alcohol before 'Thorazine' is administered.

## CHILDREN'S DOSAGE

**For Behavior Disorders**—*Oral dosage* is on the basis of ¼ mg./lb. of body weight q4-6h, until symptoms are controlled (i.e., for 40 lb. child—10 mg. q4-6h). *Rectal dosage* is on the basis of ½ mg./lb. of body weight q6-8h, p.r.n. (i.e., for 20-30 lb. child—half of a 25 mg. suppository q6-8h). *Intramuscular dosage* is on the basis of ¼ mg./lb. of body weight q6-8h, p.r.n. In children up to 5 years (or 50 lbs.)—not over 40 mg./day; in children 5-12 years (or 50-100 lbs.)—not over 75 mg./day except in extreme unmanageable cases. In severe cases, higher dosages than those recommended above may be necessary. In such cases, 50-100 mg. daily has been used and, in older children, as much as 200 mg. daily or more may be required.

## IMPORTANT NOTES ON INJECTION

Except for acute ambulatory cases, parenteral administration should generally be reserved for bedfast patients. Parenteral administration should always be made with the patient lying down and remaining so for at least ½ hour afterward because of possible hypotensive effects. The injection should be given *slowly, deep* into the upper outer quadrant of the buttock. If irritation and pain at the site of injection are problems, dilution of 'Thorazine' Injection with physiologic saline solution or 2% procaine solution may be helpful. Subcutaneous administration is not advisable, and care should be taken to avoid injecting undiluted 'Thorazine' Injection into a vein. Intravenous administration is recommended only for severe hiccups and surgery.

'Thorazine' Injection should not be mixed with other agents in the syringe. Because contact dermatitis has been reported with 'Thorazine', nurses or others giving frequent injections should avoid getting the solution on hands or clothing. 'Thorazine' Injection should be protected from light, since exposure may cause discoloration. Slight yellowish discoloration will not alter potency or efficacy. If markedly discolored, the solution should be discarded.

## SIDE EFFECTS

The drowsiness caused by 'Thorazine' is usually mild to moderate and disappears after the first or second week of therapy. If, however, drowsiness is troublesome, it can usually be controlled by lowering the dosage or by administering small amounts of dextro amphetamine.

Other side effects reported occasionally are dryness of the mouth, nasal congestion, some constipation, miosis in a few patients and, very rarely, mydriasis.

Mild fever (99°F.) may occur occasionally during the first days of therapy with large intramuscular doses.

Some patients have an increased appetite and gain weight, but usually reach a plateau beyond which they do not gain.

## CAUTIONS

**Jaundice:** The over-all incidence of jaundice due to 'Thorazine' has been low—regardless of indication, dosage, or mode of administration. It appears to be related to duration of therapy. Few cases have occurred in less than one week or after six weeks. The jaundice that has occurred mimics the obstructive type, is without parenchymal damage, and is usually promptly reversible upon the withdrawal of 'Thorazine'. Although the mechanism is not clearly understood, most investigators conclude that it is a sensitivity reaction in susceptible individuals.

There is no conclusive evidence to indicate that pre-existing liver disease makes the patient more susceptible to jaundice. (Patients with known alcoholic cirrhosis have been treated with 'Thorazine' without further alteration of liver function.) Nevertheless, 'Thorazine' should be used with due consideration in a patient with liver disease.

If a patient on 'Thorazine' suddenly develops fever with grippe-like symptoms, his serum should be tested for increased bilirubin or his urine for the presence of bile. If any of these tests are positive, 'Thorazine' should be discontinued.

Because detailed liver function tests of 'Thorazine'-induced jaundice give a picture which mimics extrahepatic obstruction, exploratory laparotomy should be withheld until sufficient studies confirm extrahepatic obstruction.

**Agranulocytosis:** Agranulocytosis, although rare, has been reported. Patients should be observed regularly and asked to report at once the sudden appearance of sore throat or other signs of infection. If white blood counts and differential smears give an indication of cellular depression, the drug should be discontinued, and antibiotic and other suitable therapy should be instituted.

Because most reported cases have occurred between the fourth and the tenth weeks of treatment, patients on prolonged therapy should be observed particularly during that period.

A moderate suppression of total white blood cells, sometimes observed in patients on 'Thorazine' therapy, is not an indication for discontinuing 'Thorazine' unless accompanied by other symptoms.

**Potentiation:** 'Thorazine' prolongs and intensifies the action of many central nervous system depressants such as anesthetics, barbiturates and narcotics. Consequently, it is advisable to stop administration of such depressants before initiating 'Thorazine' therapy. Later the depressant agents may be reinstated, starting with low doses, and increasing according to response. Approximately ¼ to ½ the usual dosage of such agents is required when they are given in combination with 'Thorazine'. (However, 'Thorazine' does not potentiate the anticonvulsant action of barbiturates. In patients who are receiving anticonvulsants, the dosage of these agents—including barbiturates—should not be reduced if 'Thorazine' is started. Rather, 'Thorazine' should be started at a very low dosage and increased, if necessary.)

**Hypotensive Effect:** Postural hypotension and simple tachycardia may be noted in some patients. In these patients, momentary fainting and some dizziness are characteristic and usually occur shortly after the first parenteral dose, occasionally after a subsequent parenteral dose—very rarely after the first oral dose. In most cases, prompt recovery is spontaneous and all symptoms disappear within ½ to 2 hours with no subsequent ill effects. Occasionally, however, this hypotensive effect may be more severe and prolonged, producing a shock-like condition.

In consideration of possible hypotensive effects, the patient should be kept under observation (preferably lying down) for some time after the initial parenteral dose. If, on rare occasions, hypotension does occur, it can ordinarily be controlled by placing the patient in a recumbent position with head lowered and legs raised. If a vasoconstrictor is required, 'Levophed' and 'Neo-Synephrine'* are the most suitable. Other pressor agents, including epinephrine, are not recommended because phenothiazine derivatives may reverse the usual elevating action of these agents and cause a further lowering of blood pressure.

**Antiemetic Effect:** The antiemetic effect of 'Thorazine' may mask signs of overdosage of toxic drugs and may obscure diagnosis of conditions such as intestinal obstruction and brain tumor.

**Dermatological Reactions:** Dermatological reactions have been reported. Most have been of a mild urticarial type, suggesting allergic origin. Some appear to be due to photosensitivity, and patients on 'Thorazine' should avoid undue exposure to the summer sun.

**Neuromuscular (Extrapyramidal) Reactions:** With very high doses of 'Thorazine', as frequently used in psychiatric cases over long periods, a few patients have exhibited neuromuscular (extrapyramidal) reactions which closely resemble parkinsonism. Such symptoms are reversible and usually disappear within a short time after the dosage has been decreased or the drug temporarily withdrawn. These reactions can also be controlled by the concomitant administration of an anti-parkinsonism agent (see *Physicians' Desk Reference*). Depending on the severity of the symptoms, suitable supportive measures such as maintaining a clear airway and adequate hydration should be employed. When 'Thorazine' is reinstituted, it should be at a lower dosage.

**Lactation:** Moderate engorgement of the breast with lactation has been observed in female patients receiving very large doses of 'Thorazine'. This is a transitory condition which disappears on reduction of dosage or withdrawal of the drug.

## CONTRAINDICATIONS

'Thorazine' is contraindicated in comatose states due to central nervous system depressants (alcohol, barbiturates, narcotics, etc.) and also in patients under the influence of large amounts of barbiturates or narcotics.

## SUPPLIED

**Tablets,** 10 mg., 25 mg., 50 mg. and 100 mg., in bottles of 50, 500 and 5000; 200 mg., for use in mental hospitals, in bottles of 500 and 5000. (Each tablet contains 10 mg., 25 mg., 50 mg., 100 mg., or 200 mg. of chlorpromazine hydrochloride.)

**Spansule® capsules,** 30 mg., 75 mg., 150 mg. and 200 mg., in bottles of 30, 250 and 1500; also 300 mg., in bottles of 30 and 1500. (Each 'Spansule' capsule contains 30 mg., 75 mg., 150 mg., 200 mg., or 300 mg. of chlorpromazine hydrochloride.)

**Ampuls,** 1 cc. and 2 cc. (25 mg./cc.), in boxes of 6, 100 and 500. (Each cc. contains, in aqueous solution, 25 mg. of chlorpromazine hydrochloride; 2 mg. of ascorbic acid; 1 mg. of sodium bisulfite; 1 mg. of sodium sulfite; 6 mg. of sodium chloride.)

**Multiple-dose Vials,** 10 cc. (25 mg./cc.), in boxes of 1, 20 and 100. (Each cc. contains, in aqueous solution, 25 mg. of chlorpromazine hydrochloride; 2 mg. of ascorbic acid; 1 mg. of sodium bisulfite; 1 mg. of sodium sulfite; 1 mg. of sodium chloride; 2% benzyl alcohol as preservative.)

**Syrup,** 10 mg./teaspoonful (5 cc.), in 4 fl. oz. bottles. (Each 5 cc. contains 10 mg. of chlorpromazine hydrochloride.)

**Suppositories,** 25 mg. and 100 mg., in boxes of 6. (Each suppository contains 25 mg. or 100 mg. of chlorpromazine; glycerin, glyceryl monopalmitate, glyceryl monostearate, hydrogenated cocoanut oil fatty acids, hydrogenated palm kernel oil fatty acids, lecithin.)

**Concentrate** (for hospital use), 30 mg./cc., in 4 fl. oz. bottles, in cartons of 12 and 36, and in gallon bottles. (Each cc. contains 30 mg. of chlorpromazine hydrochloride.)

---

*'Levophed' and 'Neo-Synephrine' are the trademarks (Reg. U.S. Pat. Off.) of Winthrop Laboratories for its brands of levarterenol and phenylephrine respectively.


**Actually,** doctor, labeled potency will last a much longer time. While we would never recommend by-the-year dosage of a therapeutic nutritional, this does illustrate the unusual stability of Optilets.

The reason, of course, is Filmtab coating. Unlike previous sugar coatings, no water is needed for application. This virtually eliminates chances of moisture degradation.

Greater stability, however, is just one of Optilets advantages. Without sugar's bulk, we can make tablets up to 30% smaller in size. Coatings are less brittle, and tablets less apt to chip or break. As Filmtab coatings are no more than paper-thin, nutrients are more readily available. Yet, patients are protected from vitamin odors and after-tastes.

While stability is important and easy administration an advantage, ingredients are, of course, the main criteria for any nutritional. Please check the Optilets formulas, doctor. We think you'll find them a good choice for your patients.

**ABBOTT LABORATORIES** NORTH CHICAGO, ILLINOIS

Optilets

Each Filmtab represents:

| | |
|---|---|
| Vitamin A | 7.5 mg. (25,000 units) |
| Vitamin D | 25 mcg. (1000 units) |
| Thiamine Hydrochloride | 10 mg. |
| Riboflavin | 5 mg. |
| Nicotinamide | 100 mg. |
| Pyridoxine Hydrochloride | 5 mg. |
| Cobalamin (Vitamin $B_{12}$) | 6 mcg. |
| Calcium Pantothenate | 20 mg. |
| Ascorbic Acid | 200 mg. |

Optilets-M

Each Filmtab represents all the vitamins of Optilets plus the following:

| | |
|---|---|
| Iron (as sulfate) | 10 mg. |
| Copper (as sulfate) | 1 mg. |
| Iodine (as calcium iodate) | 0.15 mg. |
| Cobalt (as sulfate) | 0.1 mg. |
| Manganese (as sulfate) | 1 mg. |
| Magnesium (as oxide) | 5 mg. |
| Zinc (as sulfate) | 1.5 mg. |
| Molybdenum (as sodium molybdate) | 0.2 mg. |

Her position on nutrition
Is taught in all the schools.
She's an oracle for others,
Yet, the first to break the rules.
While a mine of diet knowledge
(And, each lecture is a gem)
Poor Ramona from Pomona needs
some DAYALETS with M.

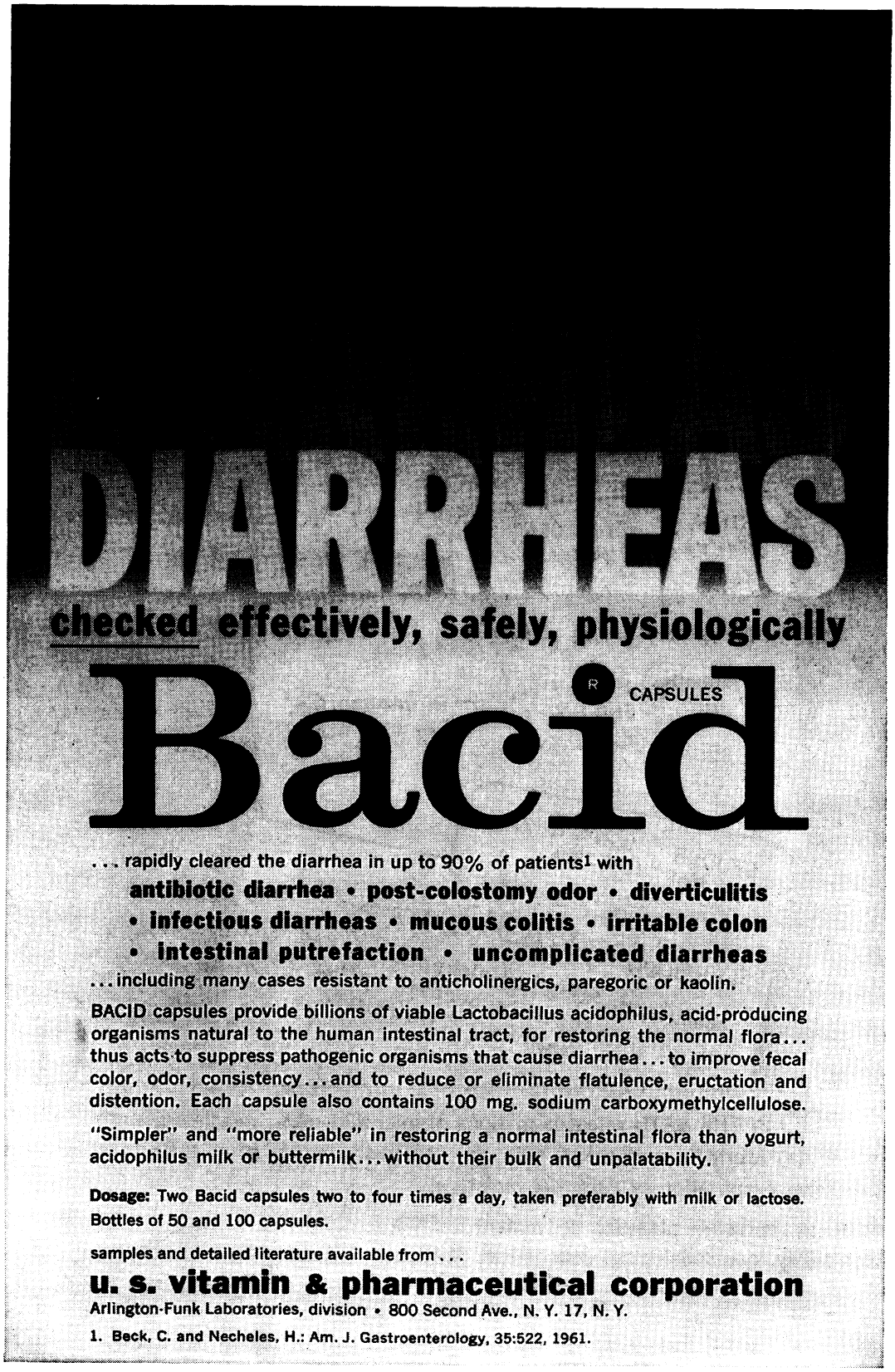

***Each Filmtab® represents:***

| | |
|---|---|
| Vitamin A | 3 mg. (10,000 units) |
| Vitamin D | 25 mcg. (1000 units) |
| Thiamine Mononitrate | 5 mg. |
| Riboflavin | 5 mg. |
| Nicotinamide | 25 mg. |
| Pyridoxine Hydrochloride | 2 mg. |
| Cobalamin (Vitamin $B_{12}$) | 2 mcg. |
| Calcium Pantothenate | 5 mg. |
| Ascorbic Acid | 100 mg. |
| Iron (as sulfate) | 10 mg. |
| Copper (as sulfate) | 1 mg. |
| Iodine (as calcium iodate) | 0.15 mg. |
| Cobalt (as sulfate) | 0.1 mg. |
| Manganese (as sulfate) | 1 mg. |
| Magnesium (as oxide) | 5 mg. |
| Zinc (as sulfate) | 1.5 mg. |
| Molybdenum (as sodium molybdate) | 0.2 mg. |

Likes, dislikes, and time schedules never interfere with her lectures, doctor, just her diet. She could live in a grocery store and still eat poorly. While Dayalets-M can't replace self-discipline, it can help insure optimal nutrition. Tablets are tiny, potent, and Filmtab-coated. Patients like taking them. **Filmtab DAYALETS-M®...** *essential vitamins plus 8 minerals in the most compact tablet of its kind.*

ABBOTT

112070R1 Filmtab—Film-sealed tablets. Abbott


DIARRHEAS
checked effectively, safely, physiologically
Bacid®
CAPSULES
. . . rapidly cleared the diarrhea in up to 90% of patients[1] with
antibiotic diarrhea • post-colostomy odor • diverticulitis
• infectious diarrheas • mucous colitis • irritable colon
• intestinal putrefaction • uncomplicated diarrheas
. . . including many cases resistant to anticholinergics, paregoric or kaolin.
BACID capsules provide billions of viable Lactobacillus acidophilus, acid-producing organisms natural to the human intestinal tract, for restoring the normal flora . . . thus acts to suppress pathogenic organisms that cause diarrhea . . . to improve fecal color, odor, consistency . . . and to reduce or eliminate flatulence, eructation and distention. Each capsule also contains 100 mg. sodium carboxymethylcellulose.
"Simpler" and "more reliable" in restoring a normal intestinal flora than yogurt, acidophilus milk or buttermilk . . . without their bulk and unpalatability.
Dosage: Two Bacid capsules two to four times a day, taken preferably with milk or lactose.
Bottles of 50 and 100 capsules.
samples and detailed literature available from . . .
u. s. vitamin & pharmaceutical corporation
Arlington-Funk Laboratories, division • 800 Second Ave., N. Y. 17, N. Y.
1. Beck, C. and Necheles, H.: Am. J. Gastroenterology, 35:522, 1961.

# CONSISTENTLY SUCCESSFUL IN RELIEVING DRY, ITCHY SKIN

# Sardo® BATH OIL

STUDY 1 *Spoor, H. J.: N. Y. State J.M. 58:3292, 1958.*

satisfactory results in 88% of cases

**comments:** "In practically every instance... the patients experienced relief from dryness and pruritus."

STUDY 2 *Lubowe, I. I.: Western Med. 1:45, 1960.*

satisfactory results in 94% of cases

**comments:** Sardo "reduced inflammation, itching, irritation, and other discomfort..."

STUDY 3 *Weissberg, G.: Clin. Med. 7:1161, 1960.*

satisfactory results in 91% of cases

**comments:** "Scaling disappeared, and... the skin became softer and smoother..." with Sardo.

INDICATIONS

eczematoid dermatitis

atopic dermatitis

senile pruritus

contact dermatitis

nummular dermatitis

neurodermatitis

soap dermatitis

ichthyosis

**SARDO IN THE BATH** releases millions of microfine water-miscible globules* which act to (a) lubricate and soften skin, (b) replenish natural emollient oil, (c) prevent excessive evaporation of essential moisture.

Patients appreciate pleasant, convenient SARDO.
Non-sticky, non-sensitizing, economical. Bottles of 4, 8 and 16 oz.

*SARDO consists of oils and various esters of specially selected organic acids having a chain length of c14 and 16 in combination with non-irritating surface active agents to provide colloidal dispersion of the lipophilic phase. Fragrance consists of natural essential oils, isolates, and aromatic chemicals.*

*for samples and literature, please write...*

SARDEAU, INC. 75 East 55th Street, New York 22, N. Y. *Patent Pending, T.M. © 1961

# a breathing spell from asthma

# Quadrinal*

## a rapid way to clear the airway

- **stops wheezing**
- **increases cough effectiveness**
- **relieves spasm**

In chronic disorders associated with obstructed respiration, the dependable antispasmodic and expectorant action of Quadrinal rapidly clears the bronchial tree. Patients breathe more easily and acute episodes of bronchospasm are often eliminated. Quadrinal is well tolerated, even on prolonged administration. The potassium iodide in Quadrinal provides an expectorant of time-tested effectiveness and safety.

Indications: Bronchial asthma, chronic bronchitis, pulmonary fibrosis, pulmonary emphysema.

Quadrinal Tablets, containing ephedrine HCl (24 mg.), phenobarbital (24 mg.), Phyllicin® (theophylline calcium salicylate) (130 mg.), and potassium iodide (0.3 Gm.).

Also available:
a new Quadrinal dosage form with taste appeal for all age groups
from flavored QUADRINAL SUSPENSION (1 teaspoonful = 1/2 Quadrinal tablet)

KNOLL PHARMACEUTICAL COMPANY, ORANGE, NEW JERSEY

*Quadrinal, Knoll (brand)

# Theragran®

SQUIBB VITAMINS FOR THERAPY

For your patients with infections or other illnesses who need therapeutic vitamin support. Each Theragran supplies the essential vitamins in truly therapeutic amounts:

| | |
|---|---|
| Vitamin A | 25,000 U.S.P. Units |
| Vitamin D | 1,000 U.S.P. Units |
| Thiamine Mononitrate | 10 mg. |
| Riboflavin | 10 mg. |
| Niacinamide | 100 mg. |
| Vitamin C | 200 mg. |
| Pyridoxine Hydrochloride | 5 mg. |
| Calcium Pantothenate | 20 mg. |
| Vitamin $B_{12}$ | 5 mcg. |

SQUIBB *Squibb Quality—the Priceless Ingredient*

'Theragran'® is a Squibb trademark

# "nutrition...present as a modifying or complicating factor in nearly every illness or disease state"[1]

1. Youmans, J. B.: Am. J. Med. 25:659 (Nov.) 1958

**cardiac diseases** "Who can say, for example, whether the patient chronically ill with myocardial failure may not have a poorer myocardium because of a moderate deficiency in the vitamin B-complex? Something is known of the relationship of vitamin C to the intercellular ground substance and repair of tissues. One may speculate upon the effects of a deficiency of this vitamin, short of scurvy, upon the tissues in chronic disease."[2] 2. Kampmeier, R. H.: Am. J. Med. 25:662 (Nov.) 1958.

**arthritis** "It is our practice to prescribe a multiple vitamin preparation to patients with rheumatoid arthritis simply to insure nutritional adequacy . . ."[3]

3. Fernandez-Herlihy, L: Lahey Clinic Bull. 11:12 (July-Sept.) 1958.

**digestive diseases** Symptoms attributable to B-vitamin deficiency are commonly observed in patients on peptic ulcer diets.[4] Daily administration of therapeutic vitamins to patients with hepatitis and cirrhosis is recommended by the National Research Council.[5] 4. Sebrell, W. H.: Am. J. Med. 25:673 (Nov.) 1958. 5. Pollack, H., and Halpern, S. L.: Therapeutic Nutrition. National Academy of Sciences and National Research Council, Washington, D. C., 1952, p. 57.

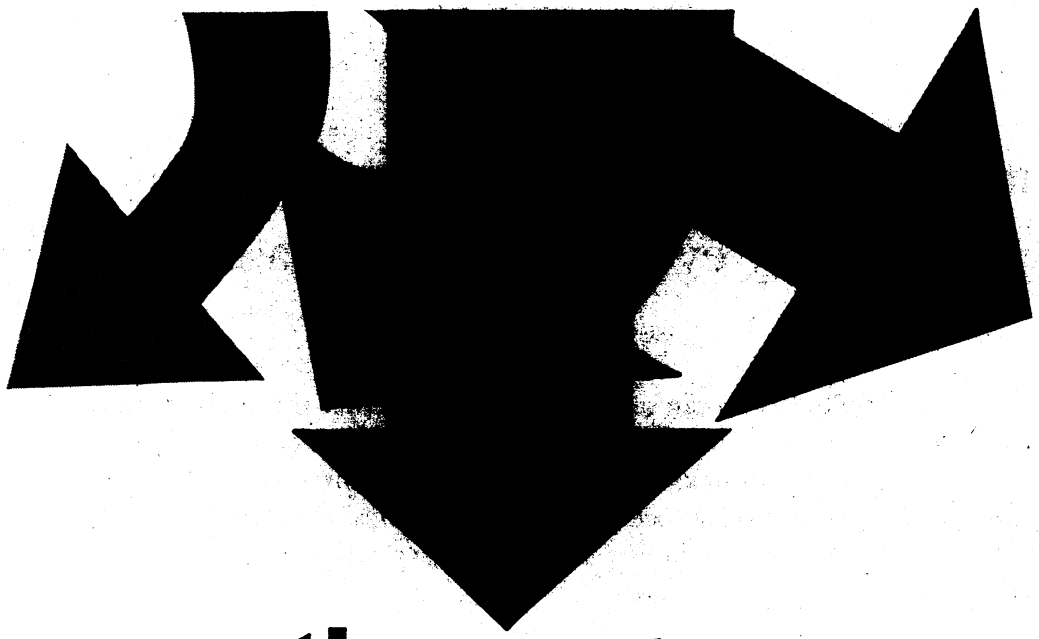
**degenerative diseases** "Studies by Wexberg, Jolliffe and others have indicated that many of the symptoms attributed in the past to senility or to cerebral arteriosclerosis seem to respond with remarkable speed to the administration of vitamins, particularly niacin and ascorbic acid. These facts indicate that the vitamin reserve of aging persons is lowered, even to the danger point, more than is the case in the average American adult."[6] 6. Overholser, W., and Fong, T.C.C. In Stieglitz, E. J.: Geriatric Medicine, 3rd edition, J. B. Lippincott, Philadelphia, 1954, p. 264.

**infectious diseases** Infections cause a lowering of ascorbic acid levels in the plasma; and the absorption of this vitamin is reduced in diarrheal states.[7] 7. Goldsmith, G A.: Conference on Vitamin C. The New York Academy of Sciences, New York City, Oct. 7 and 8, 1960. Reported in: Medical Science 8:772 (Dec.10) 1960.

**diabetes** Diabetics, like all patients on restricted diets, require an extra source of vitamins.[8] "Rigidly limiting the bread intake of the diabetic patient automatically eliminates a large amount of thiamin from the diet. . . . There is some evidence of interference with normal riboflavin utilization during catabolic episodes."[9]

8. Duncan G. G.: Diseases of Metabolism 4th edition W. B. Saunders, Philadelphia, 1959, p. 812. 9. Pollack, H.: Am. J. Med. 25:708 (Nov.) 1958.

FOR FULL INFORMATION SEE YOUR SQUIBB PRODUCT REFERENCE OR PRODUCT BRIEF.



# the most accurate thyroid dosage

## nonvariable, synthetic SYNTHROID®

(brand of sodium levothyroxine)

**BECAUSE IT'S SYNTHETIC:** The potency of SYNTHROID is precisely measured by weight —not by biological assay. Each dose is consistently pure and accurately potent. With SYNTHROID you prescribe medication with reliable activity. ". . . adequate healthful correction of hypothyroidism is more easily and effectively accomplished with this form of thyroid medication* than with any other."[1]

**Administration and Dosage:** Activity of a 0.1 mg. tablet of SYNTHROID is considered equivalent to that of approx. one grain of thyroid U.S.P. Administer as a single daily dose, preferably after breakfast.

In hypothyroidism without myxedema, the usual initial adult dose is 0.1 mg. daily, and may be increased gradually every 1 to 3 weeks until proper metabolic balance is attained.

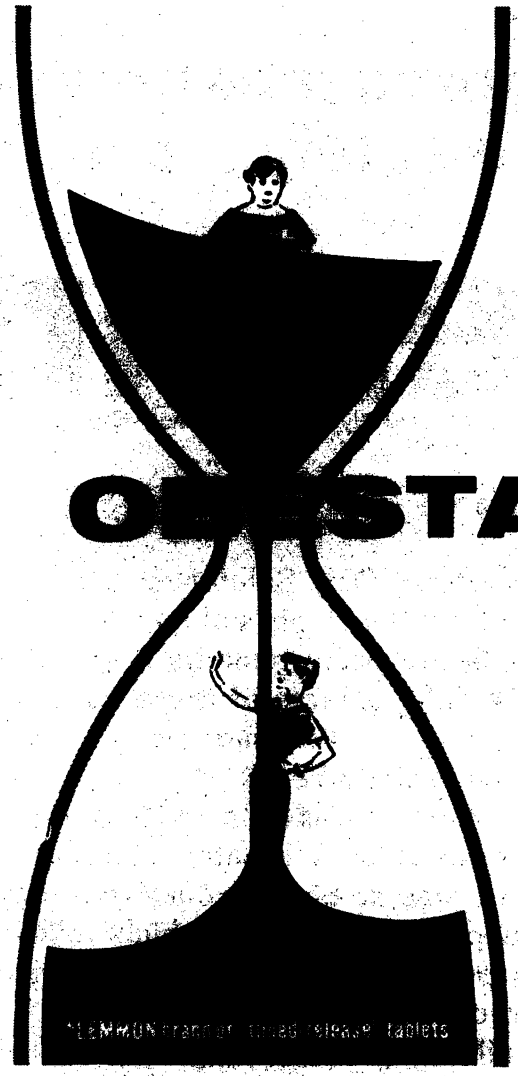
Initial dose for children is 0.025 mg. daily, depending on the need for gradual administration (cretinism, severe hypothyroidism) and may be increased by 0.025 mg. to 0.05 mg. increments every 1 to 3 weeks until desired response is obtained.

*SYNTHROID brand of sodium l-thyroxine . . . ACTIVE PRINCIPLE OF THYROID GLAND as the monosodium salt.

1. Starr, P.: "Hypothyroidism", In Conn, H. F.; Current Therapy, 1961, Philadelphia, W. B. Saunders, 1961, pp. 343-346.

Literature and clinical sample available on request.

**FLINT, Eaton & Company** Division of Baxter Laboratories, Inc., Morton Grove, Illinois



# OBESTAT Ty-Med*

## A Single Tablet Daily for Obesity Control

The clinical story of OBESTAT TY-MED is simplicity itself—

*The formula:*

| | | |
|---|---|---|
| Methamphetamine HCl | 10 mg. | - anorectic; mood improver |
| Amobarbital (WARNING: May be habit forming) | 60 mg. | - stabilizing agent |
| Thyroid | 150 mg. | - calorigenic agent |

*In* TY-MED *form:*

A LEMMON-developed, improved "timed-release" compounding process, providing smooth therapeutic response from breakfast to supper with a single daily morning dose.

*Advantage:*

OBESTAT TY-MED spares your patients the inconvenience of taking smaller amounts of its therapeutic ingredients in three or four daily divided doses. Your "forgetful" patients are more apt to adhere to a single-dose schedule, and prove more cooperative in following your dietary regimen and other measures.

*Dosage:*

Most patients will show satisfactory weight-loss and appetite control with a single tablet daily, taken upon arising. The occasional patient will require two tablets.

**Important:** It must be noted that 150 mg. of thyroid in its usual form, ingested and absorbed in a short period of time, could cause thyroid intoxication in many patients. However, as constituted in OBESTAT TY-MED, all three active ingredients are released gradually and uniformly over a 10-12 hour period.

**Caution:** Federal law requires the customary warning that preparations containing any amphetamine or thyroid are contraindicated in cardiacs, hypertensives, diabetics or in hyperthyroidism.

**Supplied:** Bottles of 100 green and white tablets, on prescription only.

**LEMMON Pharmacal Company**

Sellersville, Pa.

*Ethical specialties to the medical profession*

# blood pressure approaches normal more readily, more safely....simply with

# Salutensin®

(hydroflumethiazide, reserpine, protoveratrine A–antihypertensive formulation)

**Early, efficient reduction of blood pressure.** Only Salutensin combines the advantages of protoveratrine A ("the most physiologic, hemodynamic reversal of hypertension"[1]) with the basic benefits of thiazide-rauwolfia therapy. The potentiating/additive effects of these agents[2-8] provide increased antihypertensive control at dosage levels which reduce the incidence and severity of unwanted effects.

Salutensin combines Saluron® (hydroflumethiazide), a more effective 'dry weight' diuretic which produces up to 60% greater excretion of sodium than does chlorothiazide[9]; reserpine, to block excessive pressor responses and relieve anxiety; and protoveratrine A, which relieves arteriolar constriction and reduces peripheral resistance through its action on the blood pressure reflex receptors in the carotid sinus.

**Added advantages for long-term or difficult patients.** Salutensin will reduce blood pressure (both systolic and diastolic) to normal or near-normal levels, and maintain it there, in the great majority of cases. Patients on thiazide/rauwolfia therapy often experience further improvement when transferred to Salutensin. Further, therapy with Salutensin is both economical and convenient.

**Each Salutensin tablet contains:** 50 mg. Saluron® (hydroflumethiazide), 0.125 mg. reserpine, and 0.2 mg. protoveratrine A. See Official Package Circular for complete information on dosage, side effects and precautions.

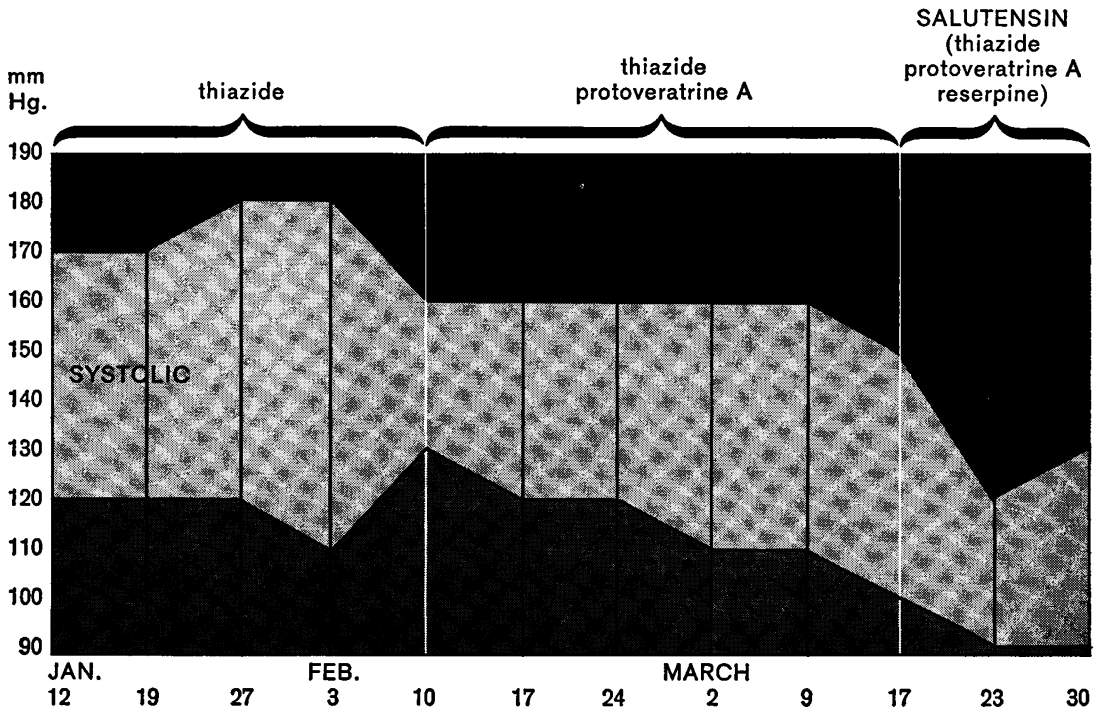
**Supplied:** Bottles of 60 scored tablets.

**References:** 1. Fries, E. D.: In Hypertension, ed. by J. H. Moyer, Saunders, Phila., 1959 p. 123. 2. Fries, E. D.: South M. J. **51**:1281 (Oct.) 1958. 3. Finnerty, F. A. and Buchholz, J. H.: GP **17**:95 (Feb.) 1958. 4. Gill, R. J., et al.: Am. Pract. & Digest Treat. **11**:1007 (Dec.) 1960. 5. Brest, A. N. and Moyer, J. H.: J. South Carolina M. A. **56**:171 (May) 1960. 6. Wilkins R. W.: Postgrad. Med. **26**:59 (July) 1959. 7. Gifford, R. W., Jr.: Read at the Hahnemann Symp. on Hypertension, Phila. Dec. 8 to 13, 1958. 8. Fries, E. D., et al.: J. A. M. A. **166**:137 (Jan. 11) 1958. 9. Ford, R. V. and Nickell, J.: Ant. Med. & Clin. Ther. **6**:461, 1959.

## all the antihypertensive benefits of thiazide-rauwolfia therapy plus the specific, physiologic vasodilation of protoveratrine A

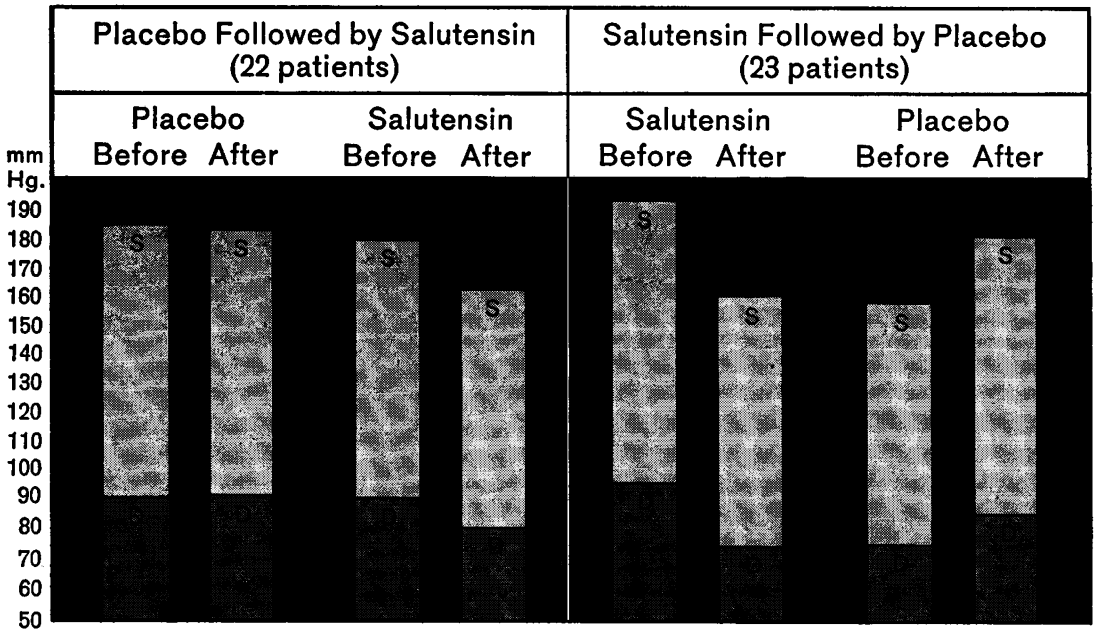
**11 WEEKS TO LOWER BLOOD PRESSURE TO DESIRED LEVELS BY SERIAL ADDITION OF THE INGREDIENTS IN SALUTENSIN IN A TEST CASE**

(Adapted from Spiotta, E. J.: Report to Department of Clinical Investigation, Bristol Laboratories)




**3½ WEEKS TO LOWER BLOOD PRESSURE TO DESIRED LEVELS USING SALUTENSIN FROM THE START OF THERAPY IN A "DOUBLE BLIND" CROSSOVER STUDY**

Mean Blood Pressures–Systolic (S) and Diastolic (D)




In this "double blind" crossover study of 45 patients, the mean systolic and diastolic blood pressures were essentially unchanged or rose during placebo administration, and decreased markedly during the 25 days of Salutensin therapy. (Smith, C. W.: Report to Department of Clinical Investigation, Bristol Laboratories.)

BRISTOL LABORATORIES/Div. of Bristol-Myers Co., Syracuse, N.Y.

# why does this diet work when the others fail?


Because the SEGO DIET PLAN from Pet Milk Company has unique advantages ordinary diets lack:

**BUILT-IN ENCOURAGEMENT**
**FREQUENT REWARDS**
**GRATIFYING RESULTS**

The plan begins with new SEGO Liquid Diet Food — the improved liquid with:

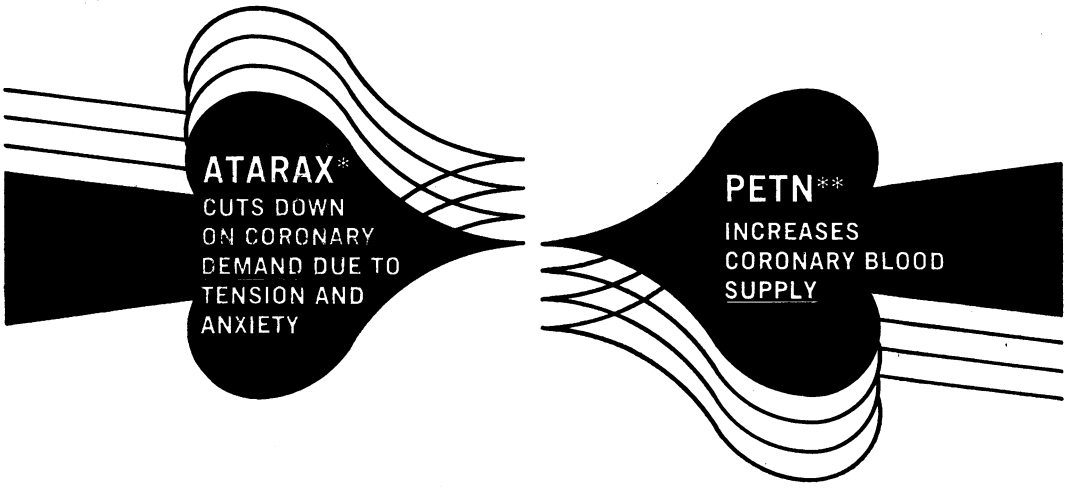
**SUPERIOR FLAVOR**
**10% MORE PROTEIN**
**25% MORE VOLUME FOR INCREASED SATIETY**

At each step of the 4-phase graduated diet program more foods are added, ending with a well-balanced normal diet.

Ask your Pet Milk representative for copies of the SEGO Diet Plan and your personal flavor samples—Banana, Orange, Chocolate and Vanilla. Or write Pet Milk Co., Dept. 115, St. Louis 1, Mo.

"SEGO"—Reg. U. S. Pat. Off. Copr., 1961, Pet Milk Co.

# HOW CARTRAX® OFFERS BETTER PROTECTION AGAINST ANGINA PECTORIS THAN VASODILATORS ALONE:




TOGETHER—IN CARTRAX...

they decrease "length, severity, and amount of angina pectoris" in anxious cardiacs.[1]

Give your angina patient better protection by balancing supply and demand...with CARTRAX.

**note:** Should be given with caution in glaucoma.

**dosage:** Begin with 1 to 2 yellow CARTRAX "10" tablets (10 mg. PETN plus 10 mg. Atarax) 3 to 4 times daily. When indicated, this may be increased by switching to pink CARTRAX "20" tablets (20 mg. PETN plus 10 mg. Atarax). For convenience, write "CARTRAX 10" or "CARTRAX 20."
Supplied in bottles of 100. Prescription only.

1. Clark, T. E., and Jochem, G. G.: Angiology 11:361 (Aug.) 1960.

*brand of hydroxyzine **pentaerythritol tetranitrate

New York 17, N.Y.
Division, Chas. Pfizer & Co., Inc.
Science for the World's Well-Being®

# DIRECTORY

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# DIRECTORY

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## NEUROPSYCHIATRIC SANITARIUM

OPEN, VISITING AND CONSULTING STAFF

**In-patient services for acute and chronic emotional illnesses.**

Electric shock — Insulin shock
Hydrotherapy — Psychotherapy
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**Out-patient services for selective cases**

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**BELMONT, CALIFORNIA** ESTABLISHED 1925 **LYtell 1-8951**

Located 22 miles south of San Francisco. Accessible to transportation.

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## ALEXANDER SANITARIUM, Inc.

LOCATED IN THE FOOTHILLS OF BELMONT, CALIFORNIA

Address Correspondence: MEDICAL DIRECTOR, Alexander Sanitarium, Inc., Belmont, California • LYtell 3-2143

The Alexander Sanitarium is a neuropsychiatric open hospital for treatment of emotional states, geriatric cases and alcoholism. Treatments include hydrotherapy, electro and insulin shock-therapy, psychotherapy and occupational therapy. Conditional reflex treatment for alcoholism.

Occupational facilities consist of special occupational therapy room, tennis court, billiards, badminton court, table tennis and completely enclosed, heated, full-size swimming pool.

J. M. CRUIKSHANK, M.D., D.P.H., F.A.C.S., Medical Director

PSYCHIATRISTS: JOHN ALDEN, M.D., Chief of Staff; HENDRIE GARTSHORE, M.D., Asst. Chief of Staff; P. P. POLIAK, M.D., Asst. Chief of Staff; GEORGE KOLAWSKI, M.D.

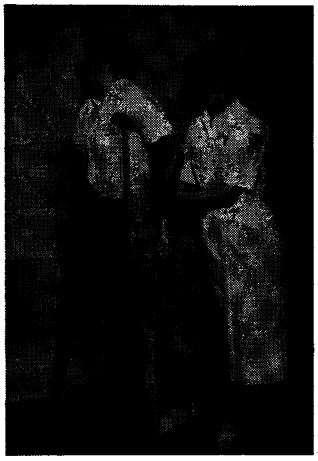
*A patient accepted for treatment may remain under the supervision of his own physician if he so desires*

---

## EAST BAY Rehabilitation CENTER

AT HERRICK MEMORIAL HOSPITAL • 2001 DWIGHT WAY • BERKELEY 4, CALIFORNIA

### A NEW HOSPITAL ATTACHED REHABILITATION CENTER



**FOR PATIENTS HAVING**

- Cardiovascular Accidents
- Arthritis
- Spinal Cord Injuries
- Industrial Injuries
- Amputations
- Speech & Hearing Problems
- Congenital Deformities

**THE CENTER OFFERS**

- Physical & Occupational Therapy
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- Hubbard Tank
- Inpatient Care
- Self Care
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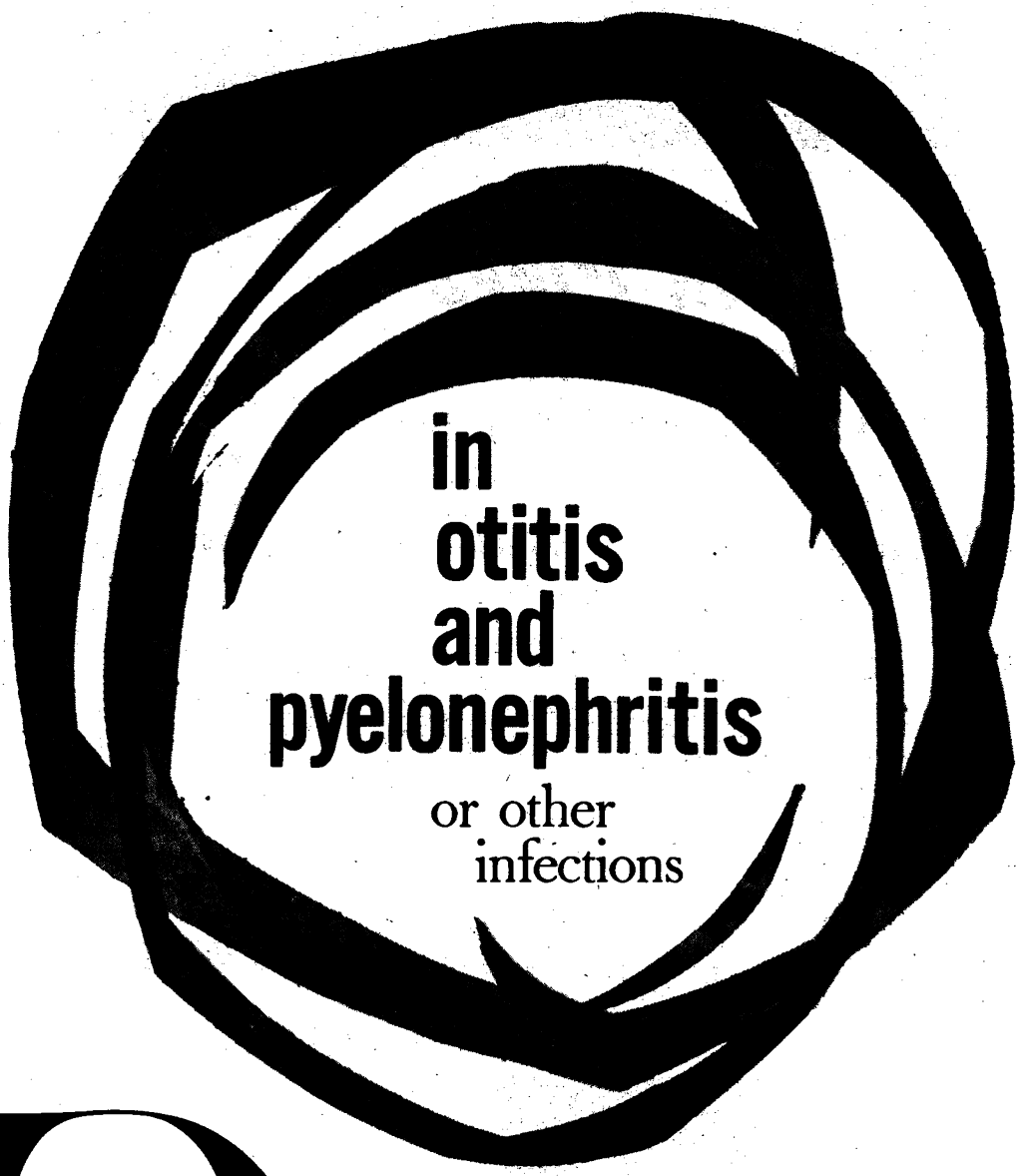
**THE REFERRING DOCTOR CONTINUES IN COMPLETE CHARGE OF HIS PATIENT**

(membershp open to all members of the AMA)

Rehabilitation is a new chance at living!




# antibiotic therapy with DECLO

CAPSULES, 150 mg., 75 mg. *Dosage:* Average infections—150 mg. four times daily. Severe infections—Initial dose of 300 mg., then 150 mg. every six hours.

PEDIATRIC DROPS, 60 mg./cc. in 10 cc. bottle with calibrated, plastic dropper. *Dosage:* 1 to 2 drops (3 to 6 mg.) per pound body weight per day—divided into four doses.

SYRUP, 75 mg./5 cc. teaspoonful (cherry-flavored). *Dosage:* 3 to 6 mg. per pound body weight per day—divided into four doses.

PRECAUTIONS—As with other antibiotics, DECLOMYCIN may occasionally give rise to glossitis, stomatitis, proctitis, nausea, diarrhea, vaginitis or dermatitis. A photodynamic reaction to sunlight has been observed in a few patients on DECLOMYCIN. Although reversible by discontinuing therapy, patients should avoid exposure to intense sunlight. If adverse reaction or idiosyncrasy occurs, discontinue medication.

Overgrowth of nonsusceptible organisms is a possibility with DECLOMYCIN, as with other antibiotics, and demands that the patient be kept under constant observation.

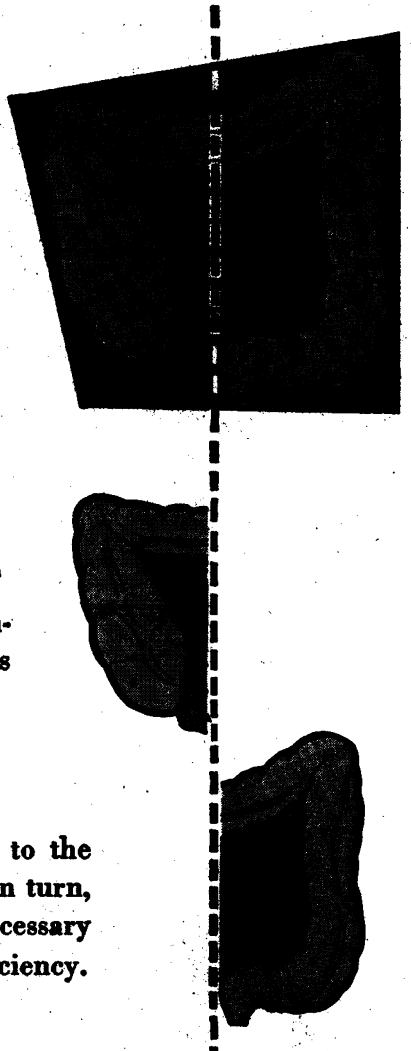
LEDERLE LABORATORIES, a Division of AMERICAN CYANAMID COMPANY, Pearl River, New York

# *In* CONSTIPATION...

## *Relief? Certainly.*
## *But, what about the atonic bowel?*

# MODANE®

## *for both!*



**Consider the task . . . Usually it is more than just moving fecal matter. Often, the atonic bowel cries for rehabilitation! MODANE answers both needs.**

### FOR ONE HALF OF THE PROBLEM

**MODANE provides Danthron—non-irritating, non-habit-forming, overnight de-constipant which acts gently, positively, on the large bowel only.**

### . . . FOR THE OTHER HALF

**MODANE supplies Pantothenic Acid vital to the body's formation of coenzyme A which is, in turn, essential for acetylation of choline—so necessary for normal bowel tone and peristaltic efficiency.**

### 3 IDEAL DOSAGE FORMS

**Each Modane Tablet contains 75 mg. Danthron (1.8 Dihydroxyanthraquinone) and 25 mg. Calcium Pantothenate. Each Modane Mild Tablet and each teaspoonful Modane Liquid contains 37.5 mg. Danthron and 12.5 mg. Calcium Pantothenate. Dosage — 1 tablet, teaspoonful, or fractional teaspoonful, immediately after the evening meal.**

WARREN-TEED PHARMACEUTICALS

**THE WARREN-TEED PRODUCTS COMPANY**

**COLUMBUS 15, OHIO**

Dallas • Chattanooga • Los Angeles • Portland

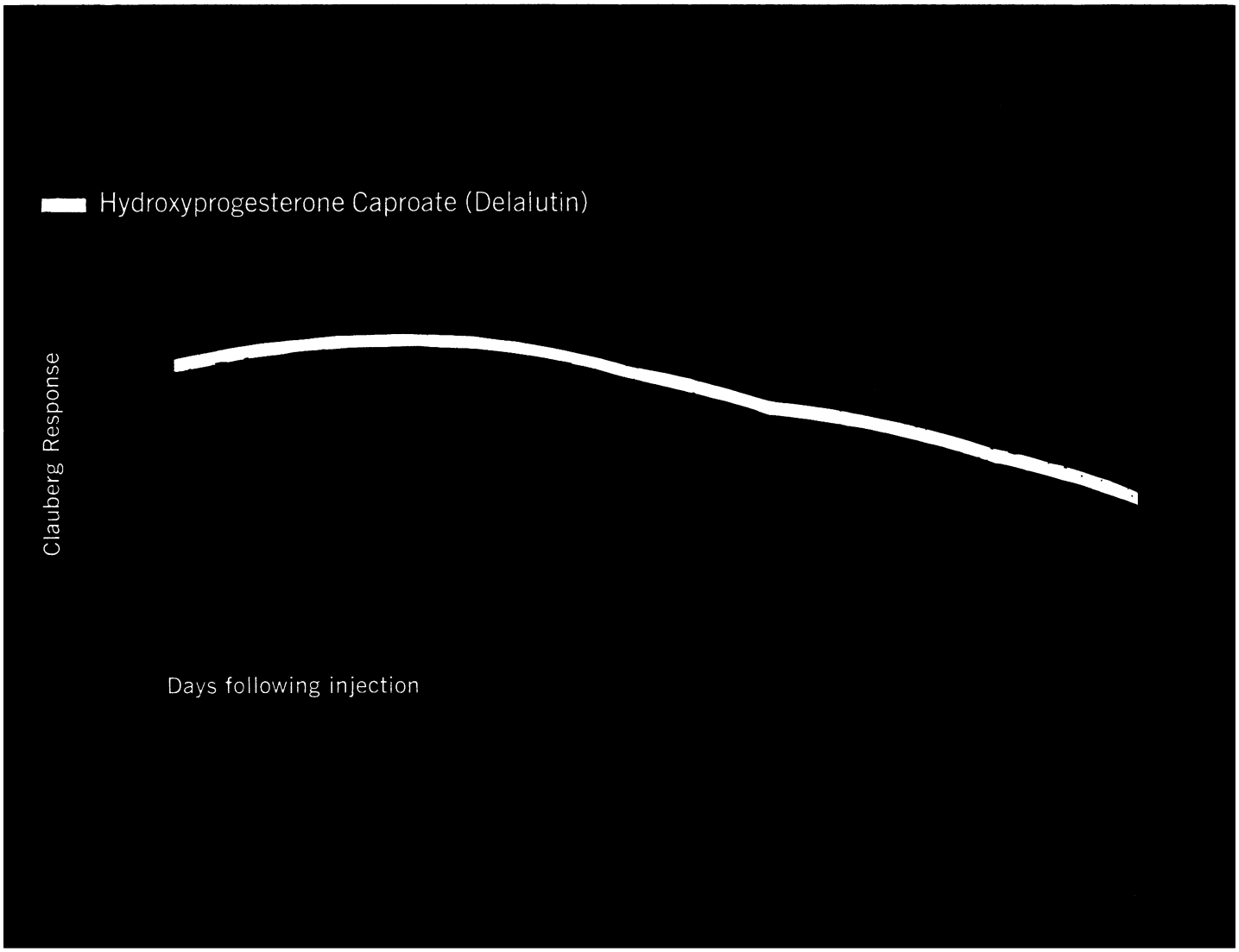
# longer-acting, fewer injections

## for fetal salvage with no androgenic effect

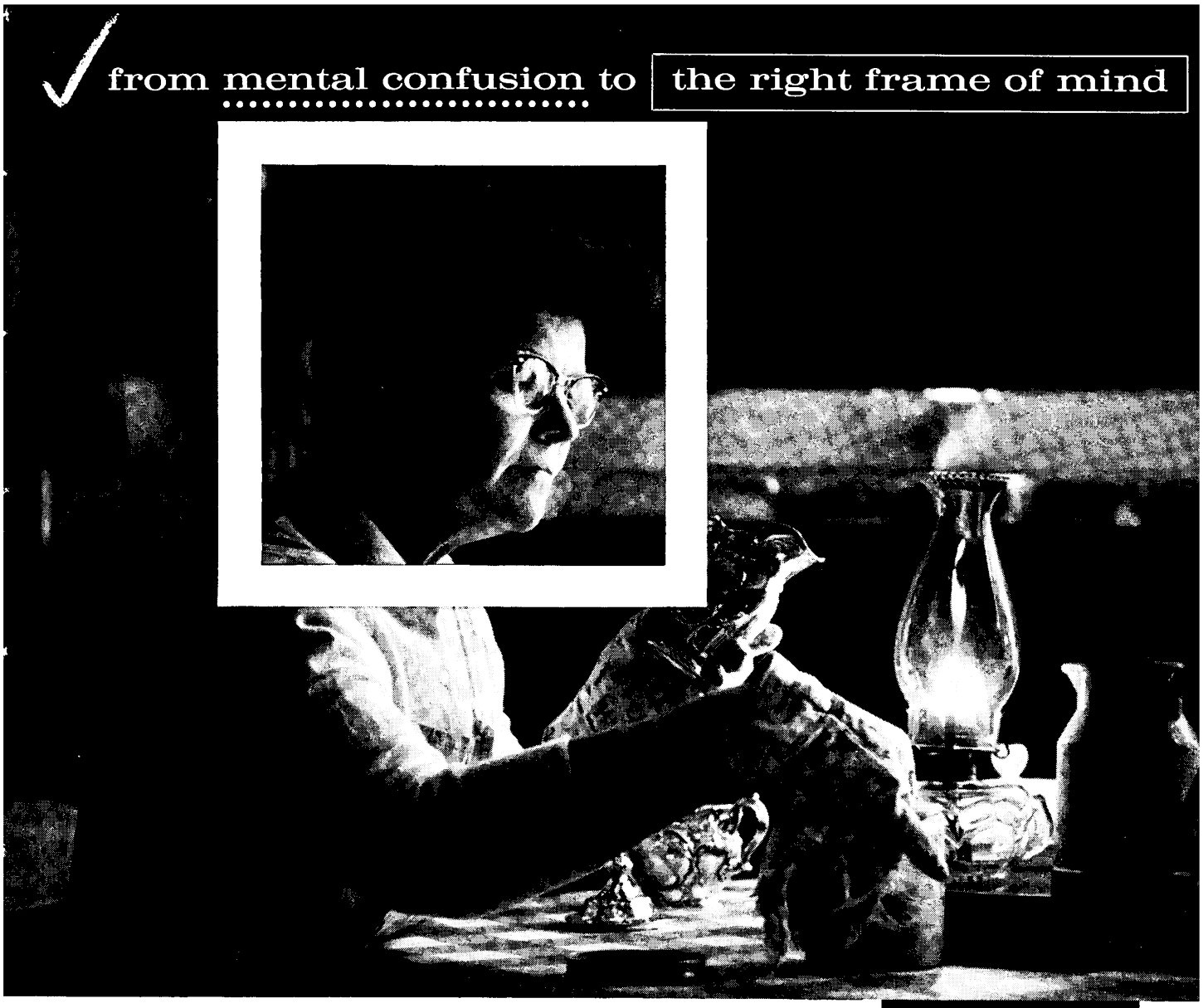
# DELALUTIN®

Squibb Hydroxyprogesterone Caproate — Long-acting Progestational Therapy

Delalutin offers these advantages over other progestational agents: Significantly improved rate of fetal salvage[1-3] ■ No virilizing effect on female fetus or mother ■ High, sustained hormonal level in the uterine muscle and mucosa[4] — high enough even to replace an excised corpus luteum[5] ■ Absence of local tissue reactions[3].



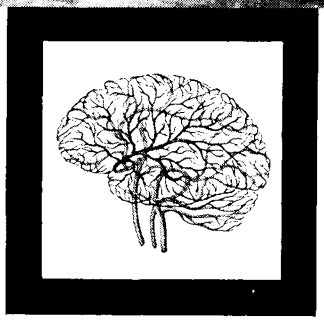
# ✓ from mental confusion to the right frame of mind



✓ continuous, 24-hour cerebral oxygenation for the aging patient. By stimulating respiratory and circulatory function, GERONIAZOL TT* relieves mental confusion, depression, anxiety, and emotional instability—frequent problems in patients after forty—due to presenile changes in the vasculature of the brain. Notable benefit usually is seen within one to three weeks of therapy. It improves appetite, sleep pattern, and outlook—and GERONIAZOL TT* is non-hypertensive, non-excitatory.

Neither a tranquilizer nor a psychic energizer, GERONIAZOL TT* provides a physiologic stimulation of the cerebrum to permit the patient to adjust to his surroundings, become part of life itself again—and *attain the right frame of mind.*

*References:* 1. Curran, T. R., and Phelps, D. K.: Am. Pract. & Dig. Treat. *11:* 617, 1960. 2. Levy, S.: J.A.M.A. *153:* 1260, 1953. 3. Connolly, R.: W. Va. Med. J. *56:* 263, 1960.



Each TEMPOTROL contains: Pentylenetetrazol, 300 mg.; and Nicotinic Acid, 150 mg.

Indications: Respiratory and circulatory stimulant for the aged and debilitated with symptoms of mental confusion, depression, anxiety or arteriosclerotic psychosis.

Contraindications: None known in recommended dosage.

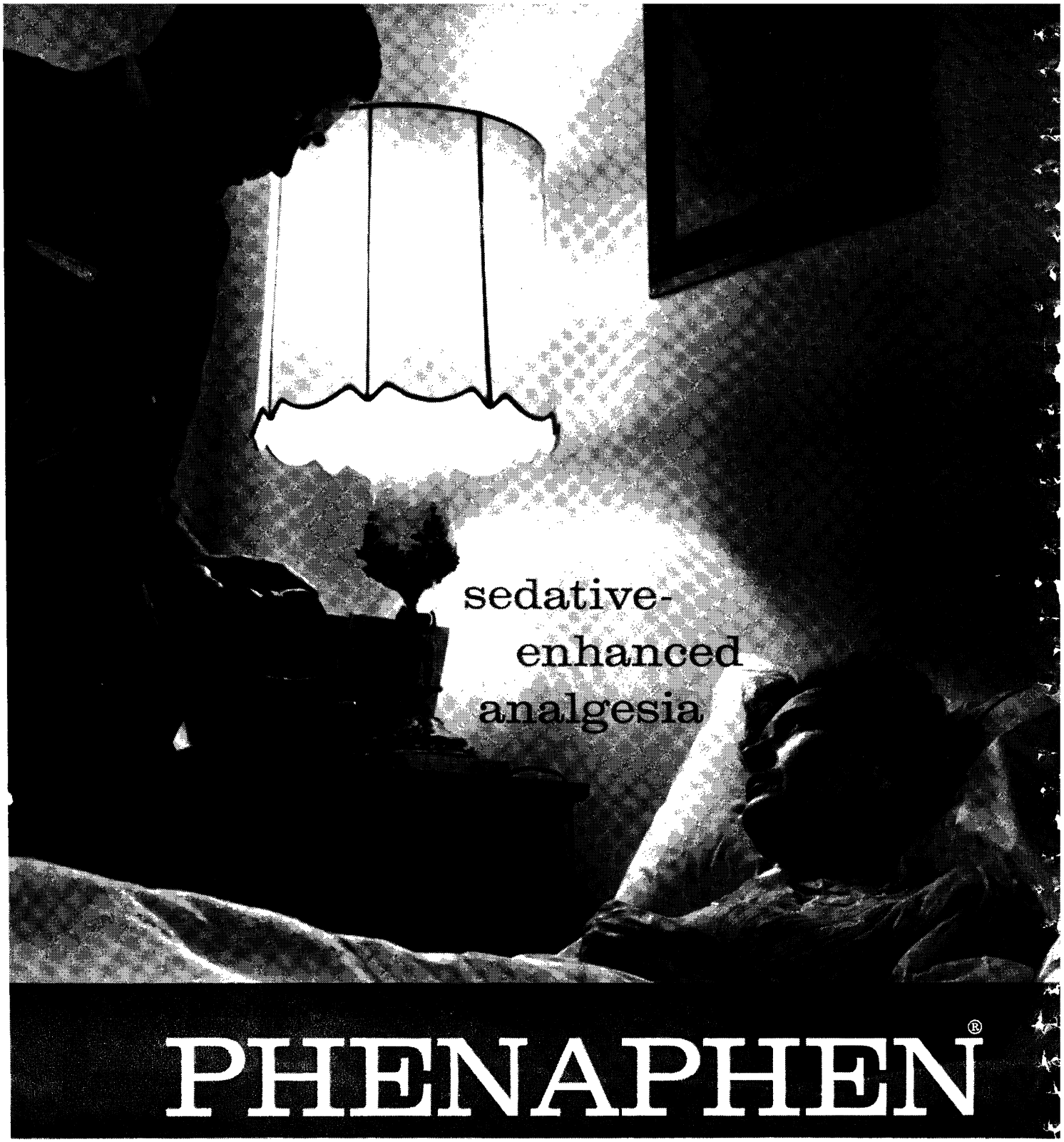
Dosage: One GERONIAZOL TT* tablet, b. i. d.

Supplied: Bottles of 42 tablets (3 weeks' treatment).

## GERONIAZOL® TT*

*TEMPOTROL® (Time Controlled Therapy)

PHILIPS ROXANE, INC. Columbus 16, Ohio




# PHENAPHEN®

- More satisfactory than "the usual analgesic compounds" for relieving pain and anxiety.[1]
- More effective than a standard A.P.C. preparation for relief of moderate to severe pain.[2]

*Each* PHENAPHEN *capsule contains:*

| | |
|---|---|
| Acetylsalicylic acid (2½ gr.) | 162 mg. |
| Phenacetin (3 gr.) | 194 mg. |
| Phenobarbital (¼ gr.) | 16.2 mg. |
| Hyoscyamine sulfate | 0.031 mg. |

*Also available:*

**PHENAPHEN with CODEINE PHOSPHATE**
¼ GR. (16.2 mg.) Phenaphen No. 2
**PHENAPHEN with CODEINE PHOSPHATE**
½ GR. (32.4 mg.) Phenaphen No. 3
**PHENAPHEN with CODEINE PHOSPHATE**
1 GR. (64.8 mg.) Phenaphen No. 4

Bottles of 100 and 500 capsules.

1. Meyers. G. B.: Ind. Med. & Surg. 26:3, 1957. 2. Murray, R. J.: N. Y. St. J. Med. 53:1867, 1953.

**A. H. ROBINS CO., INC., RICHMOND 20, VIRGINIA**
Making today's medicines with integrity... seeking tomorrow's with persistence.

# NEW...made from 100% corn oil UNSALTED MARGARINE FOR HYPERTENSIVE PATIENTS

* contains only 10 mgs. of sodium per 100 grams
* contains 50% liquid corn oil and 50% partially hydrogenated corn oil
* has 30% linoleic acid—10 times that of butter

Because of the relationship of high-sodium intake to elevated blood pressure, new Fleischmann's Unsalted Corn Oil Margarine will prove to be a valuable addition to the dietary regimen of your hypertensive patients. It contains only 10 mgs. of sodium per 100 grams.

Fleischmann's Unsalted Margarine is made from 100% corn oil and contains both liquid corn oil and partially hydrogenated corn oil. Its linoleic acid content of 30% is three times higher than the 10% of regular margarines and ten times higher than the 3% of butter. This is the *only* unsalted margarine made from 100% corn oil.

The substitution of Fleischmann's Unsalted Corn Oil Margarine for butter or ordinary margarines in your hypertensive patients' dietary regimen has the added advantage of increasing their intake of high polyunsaturates . . . important because of their association with hypertension and atherosclerosis.

If your hypertensive patient needs sodium restriction, recommend Fleischmann's Unsalted. It has a light, delicate taste that he'll like. Tell him that it is available in his grocer's frozen food case.

Write now for physician booklet of 5 coupons—each coupon redeemable by your patient for 1 lb. of Fleischmann's Unsalted Margarine. Address Fleischmann's Unsalted Margarine, 625 Madison Avenue, N. Y. 22, N. Y. *Distribution presently limited in some areas.*

**In line with the suggestion of the American Heart Association to manufacturers, we are listing the fatty acid composition of Fleischmann's Unsalted (Sweet) Margarine:**

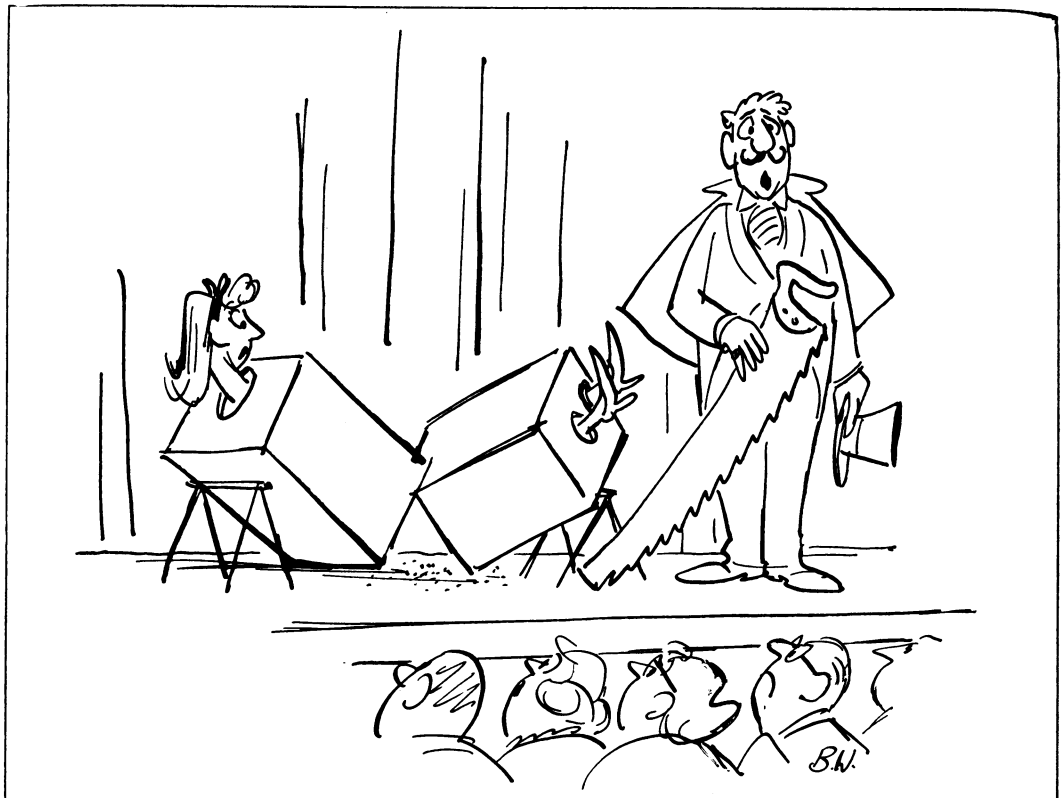
| | |
|---|---|
| **Unsaturated Fatty Acids:** | |
| Polyunsaturates | 30% |
| Monounsaturates | 50% |
| Saturated Fatty Acids | 20% |
| | 100% |

**AVERAGE DAILY INTAKE**
Two Ounces or Eight Pats of Fleischmann's Corn Oil Margarine Will Supply

| | |
|---|---|
| Corn Oil—Liquid | 22.7 Gm. |
| Corn Oil—Partially Hydrogenated | 22.7 Gm. |
| Iodine Value | 90-95 |
| Sodium (dietetically sodium-free) | 6 Mgs. |
| Linoleic Acid | 13.6 Gm. |
| Vitamin A (Adult's Need) | 47% |
| Vitamin A (Child's Need) | 62% |
| Vitamin D (Adult's and Child's Need) | 62% |


**Fleischmann's**
Fresh-Frozen in the green foil package
in your grocer's frozen food case

**ONLY UNSALTED MARGARINE MADE FROM 100% CORN OIL**




*"Is there a doctor in the house?"*

# When pain strikes your patients... prescribe **Trancoprin**®

**How Trancoprin relieves pain:** Because most pain is accompanied by muscle spasm and tension, good medical practice suggests use of an analgesic that will relax skeletal muscles as well as dim pain perception. Such an analgesic is Trancoprin — a combination of aspirin and Trancopal®, a proved, safe, skeletal muscle relaxant and tranquilizer. Trancoprin can be prescribed for any pain, except pain of such severity that a narcotic is needed.

*Dosage:* Adults, 2 tablets three or four times daily; children (5 to 12 years), 1 tablet three or four times daily. Each tablet contains 300 mg. of aspirin and 50 mg. of Trancopal (brand of chlormezanone). Bottles of 100 tablets.

Before prescribing be sure to consult Winthrop's literature for additional information about dosage, possible side effects and contraindications.

Winthrop LABORATORIES
New York 18, N.Y.

1613M

California MEDICINE

# CLASSIFIED ADVERTISEMENTS

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**CLASSIFIED ADVERTISEMENTS ARE PAYABLE IN ADVANCE**

## PHYSICIANS WANTED

**WANTED: GENERALISTS AND SPECIALISTS.** California licensed for clinics, associations and partnerships. We cover all areas of the State. Hospital facilities and housing checked for you. Information gladly. CONTINENTAL-PACIFIC COAST MEDICAL BUREAU, Agency, 430 North Camden Drive, Beverly Hills, California.

**GENERAL PRACTITIONER WANTED:** Between the ages of 35 and 50 for student health work in a state college in Southern California. Hours from 8:00 a.m. to 5:00 p.m., five days a week, on a twelve-months basis. Accumulated sick leave and annual leave; retirement benefits. No outside or emergency calls. Box No. 96,130, California Medicine.

**CHIEF OF PROFESSIONAL EDUCATION**—Challenging position soon open due to retirement of incumbent. 4800-bed modern fully accredited State Hospital approved for 3-year psychiatric resident training. 12 residents in training, including 4 NIMH grantees. Seven additional positions authorized July 1962. Adequate consultant and training funds. Excellent recreational area. Must be Board eligible or certified in psychiatry, have California license or be eligible therefor. Must have 2 years teaching psychiatry or other medical courses to medical students or physicians in university, hospital or neuropsychiatric institute, and have had responsibility for planning and organizing teaching programs. (One year administrative or supervisory experience in hospital of 100 beds or neuropsychiatric institute may be substituted for one year of teaching.) Eligible starts at $15,288. Certified starts at $16,056. Modern 3-bedroom furnished home available. Phone or wire collect: J. H. Turner, Personnel Officer, Patton State Hospital, Patton, California (San Bernardino County).



**INTERNIST**—general surgeon who is interested in general practice with medical group in Long Beach area. Box No. 96,175, California Medicine.

**SOUTHERN CALIFORNIA PLANT** of major manufacturing corporation seeks associate to Board-certified Medical Director. Would be responsible for 1,600 employees on second shift. Modern in-plant medical department with excellent, convenient outside hospital facilities and consultants. Basic work week 40 hours, Monday through Friday. California license required. Industrial medical experience preferred. Box No. 96,165, California Medicine.

**GROWING GROUP PRACTICE** in Southern California urgently needs General Practitioner, age 35-40, with some post-graduate or private practice experience. Salary first year, then partnership. Call Mr. Teeple, SP 2-2851, or write 4193 West Redondo Beach Blvd., Lawndale, California.

**PEDIATRICIAN WANTED** to take over well-established large practice in large clinic group, high income, partnership available, choice beach community of Los Angeles area. Excellent recreational and living facilities. Three accredited hospitals within five minutes of the clinic. Detailed information available. Box No. 96,145, California Medicine.

**GENERAL PRACTITIONERS AND SPECIALISTS**—See us for the many EXCEPTIONAL OPPORTUNITIES available in San Francisco, East Bay, Peninsula and throughout California, including associations and partnerships with established groups and individual physicians. For further information please contact Norma Rohl, THE MEDICAL CENTER AGENCY, Flood Building, Suite 412-414, 870 Market Street, San Francisco 2. CALL YUkon 2-3412.

**A.M.A. APPROVED — GENERAL PRACTICE RESIDENCY.** 400-bed County Hospital in community offering pleasant living within 2-hour drive of San Francisco Bay area. Teaching staff includes 37 Board or Board-eligible physicians. Adequate stipend. California license or elibility required. Contact Medical Director, Stanislaus County Hospital, 830 Scenic Drive, Modesto, California.

**NEVADA: SENIOR PSYCHIATRIST**—Salary: Range A, up to $15,408, requires graduation from approved medical school plus five years psychiatric experience or completion of residency approved by A.M.A.; Range B, up to $16,980 requirement same as Range A, plus board certification by A.B.P.N. Vacancies exist at the State Hospital located in a suburb of Reno and in the community Health Program in Reno. This is an excellent opportunity to become associated with a revolutionary and progressive mental health program with a great deal of community awareness and acceptance. These programs are supported by generous funds made available and supported by the legislature and an enlightened progressive Governor. Positions are situated in the center of recreational and cultural areas, including the State University, and only one hour via air from San Francisco and other nearby metropolitan areas. Apply: State Personnel Director, Carson City, Nevada.

## ASSOCIATES WANTED

**GENERAL PRACTITIONER** to associate with group of four G.P.'s, Surgeon, OB-Gyn, and Internist. Salary, $15,000 first year with increase second year. Full partnership then available. Prefer man under 35, with interest in Internal Medicine and Pediatrics. Contact: HEFFNER MEDICAL GROUP, 935 So. Gilbert Avenue, Anaheim, California.

## SITUATIONS WANTED

**ASSISTANT IN GENERAL PRACTICE**—Office work preferred, small salary to cover expenses; elderly but quite robust and active, good personality. Priorly registered in California; F.A.C.S.; inactive last two years. Uninterested in partnership or takeover, objective is to be employed. F. W., #506, 1001 North Yakima Avenue, Tacoma 3, Washington.

**BOARD ELIGIBLE INTERNIST**—Seeks association, group or potential partnership in Bay area. Available January 15, 1962. Box No. 96,155, California Medicine.

**REGISTERED NURSE**—Office experience, light laboratory, venipuncture. References. Telephone: ORdway 3-0868, Ext. 301, San Francisco.

## PHYSICIAN PLACEMENT SERVICE

of the

## CALIFORNIA MEDICAL ASSOCIATION

**The C.M.A. offers free placement assistance through the Physician Placement Service, 693 Sutter Street, San Francisco 2, California. This service is for the use of all physicians seeking practice opportunities in California and for C.M.A. members who are seeking an assistant or associate. A monthly bulletin is published.**

### PRACTICES FOR SALE

**GENERAL PRACTICE,** Southern Los Angeles. Established 10 years in present location. Fully equipped office, 1,000 sq. ft., low overhead. Will introduce. Box No. 96,170, California Medicine.

**ORANGE COUNTY—GENERAL PRACTICE** with all new equipment and furnishings. Assume lease. Ideal location. Open-staff hospitals nearby. Box No. 96,160, California Medicine.

### MISCELLANEOUS

**SOCIAL WELFARE FORMULARY AT A GLANCE**—on a single card. Stop fumbling with pages. Send $2.00. MIGDALL PUBLICATIONS, 5881 Atlantic Blvd., Long Beach 5, California.

### OFFICES FOR LEASE, RENT OR SALE

**MEDICAL CENTER BUILDING, 1919 STATE STREET, SANTA BARBARA, CALIF.** 20,000 feet, fully modern prime location near hospitals and center of City for private practice. Parking, X-ray, pharmacy, and Laboratory. Remaining suites especially available to internal medicine, orthopedics, ENT, and Obstetrics. Started with completion soon in 1961. John M. Richards, M.D., owner.

**MODERN TWO-STORY, TEN-SUITE MEDICAL BUILDING.** Automatic elevator. Completion date, January 31, 1962. Location: Costa Mesa, California; population 60,000, rapid growth. College, High School, beaches, hospital 2-4 minutes away. Specialists desired: OB-Gyn, Pediatrician, Urologists, Dermatologist. Write Paul F. Dishner, M.D., 460 Fair Drive, Costa Mesa.

**FRESNO MEDICAL CENTER**—For lease, front suite in new, modern 7-unit medical center. Fresno's most desirable location—directly across from Fresno Community Hospital. Refrigeration, central heat, built-in cabinets. Eight large rooms: consultation, reception, business office, laboratory, and four treatment rooms. Contact Ralph Ermoian, D.D.S., 1259 'R' Street, Fresno 21, California. Telephone: ADams 3-8398.

**ESTABLISHED INTERNIST** in rapidly growing East Bay city of 45,000 plans to build offices adjacent to new 99-bed community hospital. Has room for another Internist who can share same suite and lab, or who wishes own suite. Box No. 96,150, California Medicine.

**TRACT AREA**—Outskirts of San Leandro needs G.P. for 20,000 population. Well-established dentist will share building and assist in starting practice. Henry Rosen, D.D.S., 1003 Manor Blvd., San Leandro—ELgin 1-2440.

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*California* MEDICINE **693 SUTTER STREET, SAN FRANCISCO 2, CALIFORNIA**

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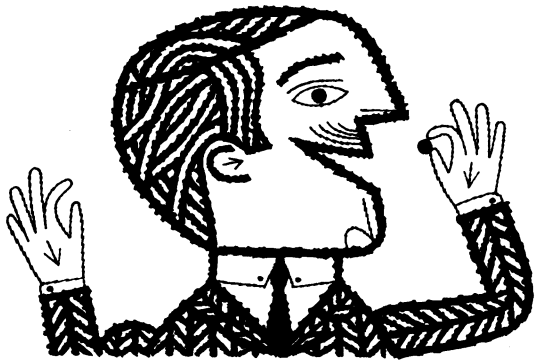
Name_____ Address_____

I enclose $_____ to include $10.00 for the first 50 words or less, plus 10¢ for each additional word.

Check one: ☐ Please include my name and address in ad

☐ Please assign a box number (50¢ additional)

## vertigo is reversible



# *Antivert*® stops vertigo

**moderate to complete relief of symptoms in 9 out of 10 patients**[1]

Prescribe one ANTIVERT tablet (or 1-2 teaspoonfuls ANTIVERT syrup) 3 times daily, before each meal, for prompt relief of vertigo, Meniere's syndrome and allied disorders. Side effects are short-lived, usually only harmless flushing and tingling associated with vasodilation. As with all vasodilators, ANTIVERT is contraindicated in severe hypotension and hemorrhage.

**Supplied:** Small blue-and-white scored tablets (meclizine HCl 12.5 mg. and nicotinic acid 50 mg.) in bottles of 100. Syrup (each 5 cc. teaspoonful contains meclizine HCl 6.25 mg. and nicotinic acid 25 mg.) in pint bottles. Prescription only. Bibliography available on request.

**Reference:** 1. Scal, J. C.: Eye Ear Nose & Throat Month. **38**:738 (Sept.) 1959.

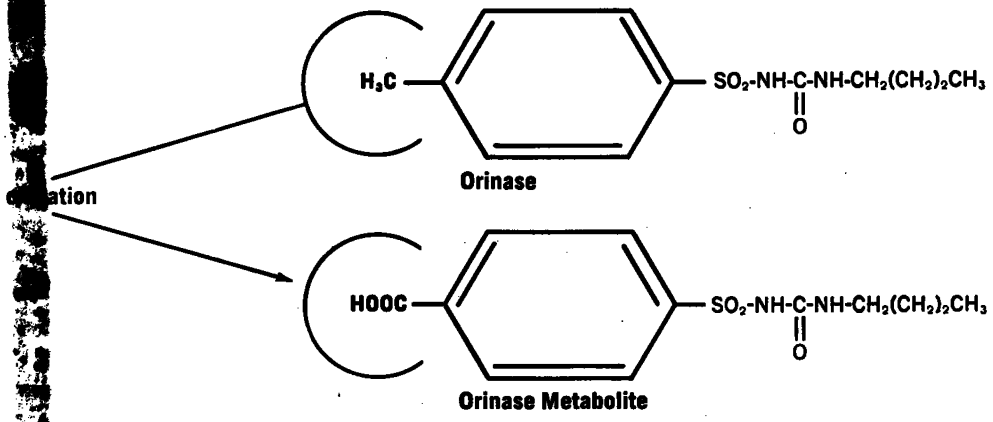

New York 17, N.Y.
Division, Chas. Pfizer & Co., Inc.
Science for the World's Well-Being®

# Why is the methyl "governor" in Orinase so important?

One of the most sig[redacted]rapy is the rarity of associate[redacted]

This widely-reported clinical benefit is a function of the exclusive Orinase methyl "governor." Lending itself to ready oxidation (principally, it is thought, a hepatic process), the methyl group ensures prompt metabolic inactivation of the Orinase molecule. What actually happens is that a rapidly- and continuously-excreted carboxy-metabolite is produced that has no hypoglycemic activity at the existing levels.

As a result of the oxidation of its methyl group, Orinase shows a decline in activity soon after it reaches its effective peak in the plasma. Maintenance dosage serves to reduce blood sugar levels to normal, but rarely below that point, and there is no reported problem of accumulation.




# Orinase*

An exclusive methyl "governor" minimizes hypoglycemia

*Indications and effects:* The clinical indication for Orinase is stable diabetes mellitus. Its use brings about the lowering of blood sugar; glycosuria diminishes, and such symptoms as pruritus, polyuria, and polyphagia disappear.

*Dosage:* There is no fixed regimen for initiating Orinase therapy. A simple and effective method is as follows: *First day*—6 tablets; *second day*—4 tablets; *third day*—2 tablets. The daily dose is then adjusted—raised, lowered or maintained at the two-tablet level, whichever is necessary to maintain optimum control.

Patients receiving insulin (less than 20 units)—discontinue insulin and institute Orinase; (20 to 40 units)—initiate Orinase with a concurrent 30 to 50% reduction in insulin dose with a further careful reduction as response to Orinase is observed; (more than 40 units)—reduce insulin by 20%, and initiate Orinase with a further careful reduction in insulin dosage as response to Orinase is observed. In candidates for combined Orinase-insulin therapy, an individualized schedule is usually obtainable during a trial course of two or more weeks.

*Contraindications and side effects:* Orinase is contraindicated in patients having juvenile or growth-onset, unstable or brittle types of diabetes mellitus; history of diabetic coma, fever, severe trauma or gangrene.

Side effects are mild, transient and limited to approximately 3% of patients. Hypoglycemia and toxic reactions are extremely rare. Hypoglycemia is most likely to occur during the period of transition from insulin to Orinase. Other untoward reactions to Orinase are usually not of a serious nature and consist principally of gastrointestinal disturbances, headache, and variable allergic skin manifestations. The gastrointestinal disturbances (nausea, epigastric fullness, heartburn) and headache appear to be related to the size of the dose, and they frequently disappear when dosage is reduced to maintenance levels or the total daily dose is administered in divided portions after meals. The allergic skin manifestations (pruritus, erythema, and urticarial, morbilliform, or maculopapular eruptions) are transient reactions, which frequently disappear with continued drug administration. However, if the skin reactions persist, Orinase should be discontinued.

*Clinical toxicity:* Orinase appears to be remarkably free from gross clinical toxicity on the basis of experience accumulated during more than four years of clinical use. Crystalluria or other untoward effects on renal function have not been observed. Long-term studies of hepatic function in humans and experience in over 650,000 diabetics have shown Orinase to be remarkably free of hepatic toxicity. There has been reported only one case of cholestatic jaundice related to Orinase administration, which occurred in a patient with pre-existing liver disease and which rapidly reversed upon discontinuance of the drug.

Each tablet contains:
Tolbutamide ..... 0.5 Gm.

Supplied: In bottles of 50 and 200.

*Trademark, Reg. U.S. Pat. Off.—tolbutamide, Upjohn

June, 1961



The Upjohn Company, Kalamazoo, Michigan

Upjohn

# No compromise with safety in peritoneal dialysis

commend that fresh tubing be used ıch PERIDIAL® infusion in peri- l dialysis: a simple precaution to nize the risk of peritonitis. It would ly a small violation of the principle e closed system to use the same of plastic tubing for an entire series hanges, and the patient might be d" a few dollars, over the course ong dialysis.

ıis procedure is not recommended. ding to Maxwell,* freedom from hreat of peritonitis is largely de- ent upon maintenance of an essentially closed system, with fresh, sterile tubing for each exchange of fluids. In renal emergencies, small economies could be dangerous.

PERIDIAL and the especially designed administration sets are carefully engineered in all of their details to furnish the safest, simplest, and most truly economical dialysis possible. Ask your Cutter representative for literature which explains the PERIDIAL system.

*Maxwell, M.H., *et al.*: JAMA *170*:917 (June 20) 1959.

# PERIDIAL®

*peritoneal dialysis in renal emergencies*

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CUTTER SYSTEMS ENGINEERS FOR MEDICINE